

Downtown Route: 20 mins.

Fort Taber Route: 30 mins.



# New Bedford Line Shuttle Evaluation 2014

**Public Policy Center**

UMass Dartmouth





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## EXECUTIVE SUMMARY

In 2012 and 2013, the UMass Dartmouth Center for Policy Analysis (CFPA) conducted a baseline evaluation of the NB Line, a shuttle service piloted over three years by the New Bedford Whaling National Historical Park (NHP) and operated by Southeastern Regional Transit Authority (SRTA). The NB Line connects visitors and residents to cultural and recreational destinations throughout New Bedford along two routes: Downtown Loop and Fort Taber, with a fare of \$1.00 for adults and free for children and students.<sup>1</sup> The intended outcome of the shuttle is to provide easier access to New Bedford's attractions while promoting the history of New Bedford, creating a cohesive visitor experience, and reducing traffic congestion throughout the New Bedford Whaling NHP.

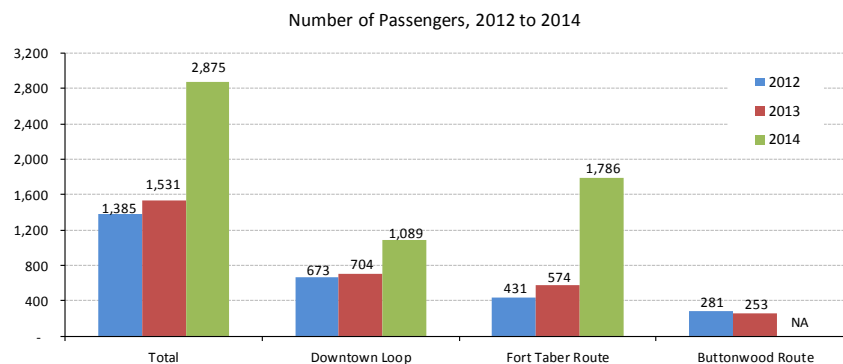
The NB Line is funded through a three-year implementation grant from the U.S. Department of Transportation's Transit in Parks program. This report presents a final analysis of the shuttle's three-year pilot phase and employs a similar methodology to the 2012 and 2013 studies, including key informant interviews, passenger surveys, observations conducted while riding the NB Line, and a random sample telephone survey of Greater New Bedford residents. Additional data was provided by the National Park Service and SRTA. A summary of results follows.

## Ridership Levels

NB Line ridership more than doubled from its inaugural year; there were nearly 3,000 riders in 2014 despite the elimination of the Buttonwood Park Route (see Figure 1). Ridership increased on the Downtown Loop by 62% and on the Fort Taber route by 314% from 2012, with the Fort Taber route accounting for an increasingly higher percentage of NB Line riders: 47% of total passengers in 2012, 54% in 2013, and 62% in 2014. Much of the increase is fueled by locals who use the Fort Taber shuttle as a low cost method to get around the city, including travel to area beaches. The Downtown Route continues to primarily serve a tourist market, albeit a small one.

Despite significant gains in ridership, 43% of the routes in the 2014 season carried fewer than 10 passengers per day. With the Downtown Loop making 24 round trips per day and the Fort Taber shuttle completing 16 round trips, the shuttles were empty for considerable portions of time, even in the busier summer season.

**Figure 1**



<sup>1</sup> The NB Line also included a Buttonwood Park Zoo route in 2012 and 2013. This route was eliminated for the 2014 season.

### **Visitor Experience**

Based on the on-board survey results, satisfaction among shuttle riders continues to be high; 90% rate their overall experience riding the shuttle as “very positive,” despite the fact that many out-of-towners expected a narrated tour. Respondents are also generally satisfied with specific aspects of the shuttle service, particularly the fare price (62% very satisfied), the hours of operation (62% very satisfied), and the convenience of the shuttle stop locations (61% very satisfied).

Ridership frequency is higher than in previous years, which is expected since this is the shuttle’s third year of operation. While 60% were riding the NB Line shuttle for the first time, 4% had ridden once before, 19% had ridden two to four times, and 17% had ridden five times or more. Nearly all respondents who have ridden the shuttle more than once are local residents.

### **Parking**

While one of the goals of the NB Line service is to reduce off street parking and the number of cars in the downtown area, the reality is that parking in the National Park and at other New Bedford attractions is not a significant issue for most visitors; only 2% of passengers surveyed indicate that “limited availability of parking” was the reason they rode the NB Line shuttle, while 4% indicate that “parking is too far from attractions/sites.” Moreover, the availability of the NB Line shuttle may not have had a significant effect on respondents’ decision to park in an off-street location; 70% report they would have parked in the same location if the NB Line shuttle service were not available, while only 11% would have parked in a different location.

### **Community Awareness of the National Park and NB Line**

Based on 704 telephone interviews conducted with residents throughout Greater New Bedford, awareness of the National Park is high; 82% of respondents are aware that there is a national park in downtown New Bedford and 69% have visited the park. Awareness of the NB Line is also relatively high; 54% of respondents report they are familiar with the NB Line and 13% have actually ridden the shuttle. Importantly, safety is not a salient issue for residents in their decision to visit the NHP; only 3% of respondents report they have not visited the NHP because they do not feel safe.

Local residents are also generally familiar with New Bedford’s historical attractions; 98% are aware of the Whaling Museum, followed by the Seamen’s Bethel (81% aware), the Schooner Ernestina (72% aware), Rotch-Jones Duff House and Garden Museum (68% aware), Waterfront Visitors Center (59% aware), and the National Park Visitor Center (58% aware). However, residents are aware to a lesser degree that these museums or institutions are part of the National Park. For example, 69% of respondents who are familiar with the National Park Visitors Center are aware that it is a partner of the National Park, followed by 66% for the Waterfront Visitors Center, 65% for the Seamen’s Bethel, 64% for the Whaling Museum, 58% for the Schooner Ernestina, and 55% for the Rotch-Jones Duff House and Garden Museum. These results are similar to those from the 2012 and 2013 surveys.

### **The Future of the NB Line**

#### **Walkability of Downtown New Bedford**

In 2012, its first year of operation, low ridership levels on the NB Line were partly a result of a delayed start of operations, one of the shuttles going un-branded until August, the unavailability of marketing materials until late August, and limited awareness of NB Line operations among park partners. However, it must be questioned at this time if significant numbers of tourists will ever use the shuttles regardless of new or enhanced marketing strategies due to the walkability of the Whaling National Historical Park and availability of parking proximate to New Bedford's main attractions. It is clear that most tourists who visit New Bedford prefer to park their car in one of the city's two garages and then walk the area's cobblestone streets to the attractions and waterfront. The downtown area itself is compact enough that most tourists can walk to the attractions, which adds to the cultural and historical experience that attracts visitors to the NHP in the first place. In some ways, a visitor riding the NB Line shuttle misses out on that experience.

Adding to the area's walkability is the completion of the JFK Highway Improvement Project (Route 18), which now links the NHP to the city's working waterfront with a pedestrian-friendly boulevard. Thus, it is worth asking whether the NHP and nearby blocks are so walkable that the Downtown Loop shuttle bus, as currently operated, exhibits low ridership because it meets no real need, particularly since it is not packaged and produced as a destination experience. Indeed, most visitors who rode the shuttle during the week of the on-board passenger survey did so because they thought there would be a presentation during the ride. Without such a presentation, the shuttle does not add much value to a visit, except perhaps for those who have mobility issues or choose to ride the shuttle to Fort Taber.

Moreover, parking in the NHP and at other New Bedford attractions is not a significant issue for most respondents. While respondents on the passenger survey cite various reasons for riding the NB Line, only 2% indicate that "limited availability of parking" was the reason they rode the NB Line shuttle and only 4% also indicate that "parking is too far from attractions/sites." In addition, demand is tepid among tourists for the Fort Taber route, which is increasingly being ridden by locals.

#### **Mission**

The NB Line's three year implementation phase is complete. The purchase of the two shuttles was entirely covered under the federal implementation grant and SRTA is required by the federal government to operate the shuttles continually for four additional years. The annual operating cost for the two NB Line shuttles in 2014 was over \$300,000 and there is likely no scenario under which SRTA is able to cover operating costs for the NB Line as currently constituted – two shuttles running from May through October.

Apart from cost considerations, a primary question that needs to be addressed is which constituency the shuttle will serve going forward: tourists, locals, or both. As noted, the NB Line is increasingly utilized by local residents and less so by tourists. If the plan is for the shuttle to continue to serve tourists in the NHP, then it needs to feature interpretation. For example, the Downtown shuttle can be repackaged as a destination experience that includes a narrated tour such as the Salem (MA) Trolley (<http://www.salemrolley.com>). The current 20-minute trips can be replaced with longer, peak time trips accompanied by interpretive guide services that share New Bedford's history and present-day narratives to make a compelling experience. This strategy was employed on a small scale in August 2013 when narrated tours were offered on the Downtown Route each Friday from 11am to 1pm. Repackaging the shuttle as a destination experience might also allow the \$1.00 fare to be increased without affecting demand and most importantly, visitors would be more

likely to include such an experience as part of their itinerary before arriving at the park, rather than learning about the shuttle on-site as most visitors currently do. However, this strategy will likely have to be supported by the NHP, and at this time it is unclear if the NHP has the financial and personnel resources to do so.

### **Local Partnerships**

If the shuttle is to continue to serve local residents, there may be strategic opportunities to reposition the shuttles over the next four years so that they are more financially feasible, but this will require a partner who can contribute to SRTA's operating costs. These options are explored further in Section 8.0 and include in part include broadening the scope of the shuttles to serve residents and tourists throughout the region.



## **1.0 INTRODUCTION**

The Center for Policy Analysis at UMass Dartmouth, along with its Urban Initiative, was retained by the Southeastern Regional Transit Authority (SRTA) in 2012 to conduct an evaluation of the Alternative Transportation Shuttle that serves the New Bedford Whaling National Historical Park (NHP), Buttonwood Park Zoo, and Fort Taber. Named the NB Line, the shuttle system connects visitors and residents to cultural and recreational destinations throughout New Bedford. The intended outcome of the shuttle is to reduce visitor inconvenience, enhance visitor experience, and improve access to destinations, while at the same time reducing the environmental impact of National Park visitors by decreasing automobile use.

Specifically, the shuttle project seeks to:

- reduce traffic congestion and reduce pollution throughout the New Bedford Whaling NHP and in downtown New Bedford by encouraging visitors to park in off-street locations,
- enhance visitor mobility, accessibility, and safety by alleviating parking shortages and traffic congestion throughout the NHP, and
- enhance visitor education, recreation, and health benefits by providing easier access to New Bedford's attractions, while promoting the history of New Bedford and creating a cohesive visitor experience.

This report presents an analysis of Year 3 of the 3-year evaluation period and employs similar techniques and instruments used in the 2012 and 2013 evaluations, including:

### **I. On-Board Passenger Survey and Qualitative Analysis**

Conducted on-board both NB Line shuttle routes during the week of July 6 through July 12, the survey measures visitor experience and satisfaction, knowledge of the shuttle and routes, and impact on visitors' parking behavior. The survey also captures passenger demographic data, such as education, sex, race, age, and place of residence.

Survey staff also collected data on the variation in ridership levels by time of day and ridership distribution by stop/pickup point. In addition, a qualitative assessment highlights issues related to the shuttle route and stops, schedule adherence, and ridership issues.

### **II. Telephone Survey of Area Residents**

A random sample telephone survey was conducted with 704 residents of Acushnet, Dartmouth, Fairhaven, Freetown, and New Bedford to measure local residents' awareness and usage of the NB Line shuttle, local community awareness of the New Bedford Whaling National Historical Park and its institutional partners, and local community awareness of New Bedford's historical significance and impact as it relates to whaling, slavery, and arts and culture.

### **III. Key Informant Interviews**

Key informant interviews were conducted with stakeholders and partners of the New Bedford Whaling NHP to gauge stakeholder opinions on the benefits of collaboration, challenges experienced while collaborating, and satisfaction with the 2014 implementation of the shuttle.

### 2.0 PROJECT BACKGROUND

New Bedford Whaling National Historical Park was established by Congress in 1996 to help preserve and interpret America's nineteenth century whaling industry. The park, which encompasses a 13-block National Historic Landmark District, is the only National Park Service area addressing the history of the whaling industry and its influence on the economic, social, and environmental history of the United States. The National Park Visitor Center is located at 33 William Street in downtown New Bedford and offers information, exhibits, and a free orientation movie.

New Bedford Whaling NHP was created to be a partnership park; the federal government does not own property within the park except what is absolutely necessary to achieve the park's mission. However, the park works with its institutional partners to achieve its mission, including the New Bedford Whaling Museum, Rotch-Jones-Duff House and Garden Museum, Seamen's Bethel, and Schooner Ernestina.

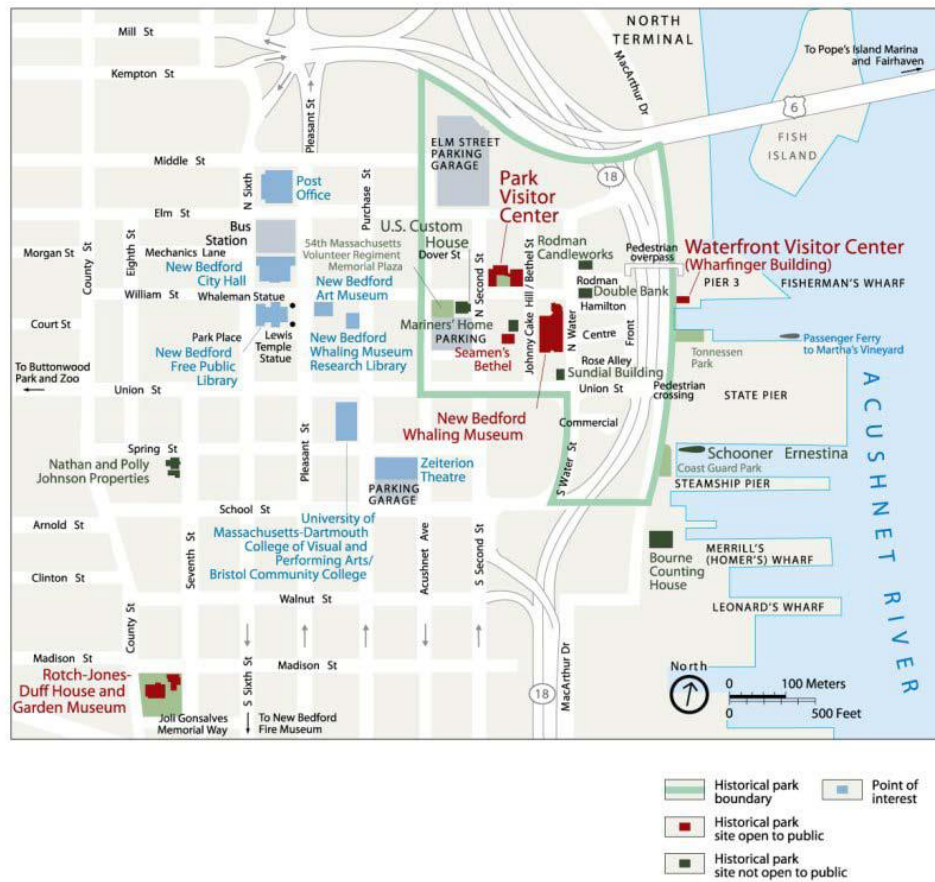
According to the *Transit in the Parks Implementation Project Proposal*, New Bedford Whaling NHP hosts close to 300,000 visitors annually and this number is expected to increase significantly in coming years. There are approximately three visitors per vehicle at the park and it is estimated that as many 100,000 visitor vehicles are in the park annually. Peak visitation in the summer months accounts for about 70% of total visitations, which means that daily vehicle traffic is between 600 and 800 vehicles per day during peak months. The capacity of downtown New Bedford's Elm Street Garage is 1,011 vehicles. Consequently, vehicle trips in the park could conceivably be reduced by 100% if visitors parked in the garage and relied on a shuttle and walking for transportation around the park, significantly easing traffic congestion.

The park's 2001 General Management Plan (GMP) identifies traffic and parking as a major challenge. Moreover, the City of New Bedford's 2004 Central Business District and New Bedford Whaling NHP Traffic and Circulation Study and Parking Master Plan specifically recommends a shuttle system to reduce parking congestion. Similarly, a 2007 Partner Strategic Action Plan also proposed a shuttle system for the park. However, since the GMP was prepared, other developments have increased the need for a shuttle, such as the 2003 opening of a new ferry terminal on the State Pier that serves ferry passengers to and from Martha's Vineyard and Cuttyhunk Island. In addition, cruise ships now visit the terminal in the summer and a hotel opened on the waterfront adjacent to the park in 2009.

This evaluation is focused on the second phase of a three phased alternative transportation shuttle project that will link New Bedford Whaling NHP sites with the Elm Street Parking Garage, ferry and cruise ship terminals at the historic waterfront, the University of Massachusetts Dartmouth campus during the fall, winter, and spring, and prominent downtown New Bedford lodging and cultural sites (see Figure 2 for area map). The project is funded through an implementation grant from the U.S. Department of Transportation, Transit in the Parks program. The City of New Bedford Office of Planning is the recipient of the grant. Phase 1 of the project, which began in 2010, evaluates an existing shuttle system currently piloted by the New Bedford Harbor Development Commission and the University of Massachusetts Dartmouth. The shuttle system serves ferry passengers and university students, staff, and faculty but does not directly serve the New Bedford Whaling NHP.

Phase 2, which is the focus of this evaluation, institutes a shuttle pilot (NB Line) that serves the park – including the Rotch-Jones-Duff House and Garden Museum – over a three-year period. The intended outcome is that the shuttle will draw more visitors to the downtown district, while reducing pollution, traffic congestion, and visitor inconvenience. In addition, the ADA compliant shuttles will help the NHP to become universally accessible. Phase 3 of the project will purchase accessible alternative energy shuttle vehicles, install shuttle stop kiosks and signage, and launch a permanent shuttle service.

Figure 2 – New Bedford Whaling National Historical Park and Other New Bedford Attractions



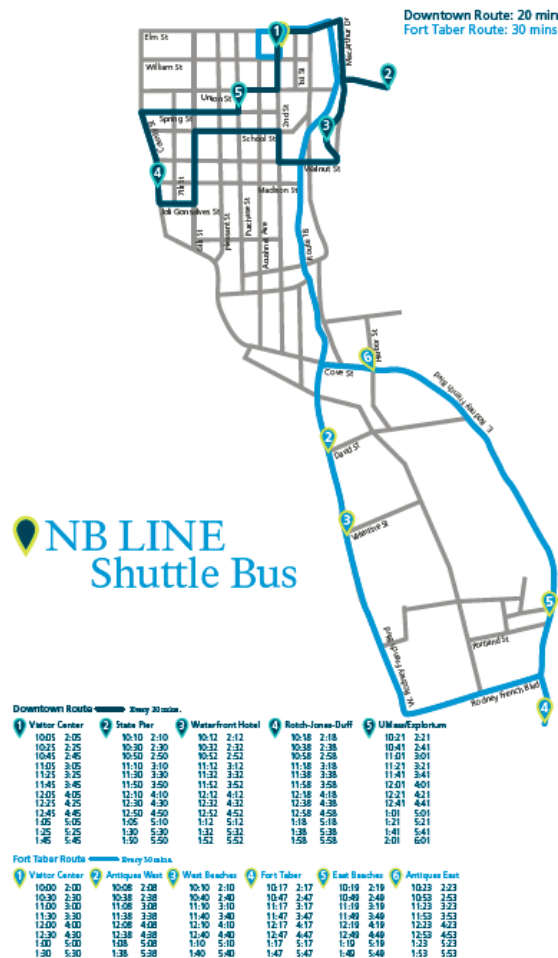
## 3.0 NB LINE SHUTTLE ROUTES AND SCHEDULE

The NB Line shuttle system connects visitors and residents to cultural and recreational destinations throughout New Bedford. Southeast Regional Transit Authority (SRTA) operates the shuttles. Buses are 18-passenger with a wheelchair lift and each bus is wrapped with the NB Line logo. The shuttle's 2014 schedule was as follows:

- May 31 to June 22, weekends only; 10am to 6pm.
- June 23 to August 31, seven days per week; 10am to 6pm and additional hours on AHA! nights.
- September 6 to October 12, 10am to 6pm weekends only.

The shuttle includes two routes – Downtown and Fort Taber – with a fare of \$1.00 for adults and free for children and students. The one-dollar fare is good for the entire day, and is transferable between the two bus routes during that day. Riders receive a colored wristband to show to the driver when they get on a bus and a different colored band was issued to riders on successive days (see Figure 3).<sup>2</sup>

**Figure 3**  
**NB Line Routes**

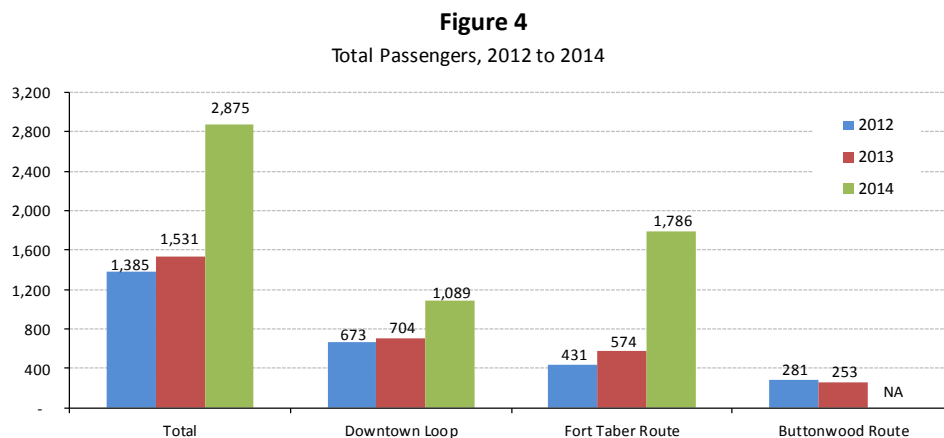


<sup>2</sup> Route map courtesy of New Bedford Whaling NHP.

### 4.0 PASSENGER COUNTS

#### 4.1 TOTAL PASSENGERS

NB Line ridership more than doubled from its inaugural year, despite the elimination of the Buttonwood Route in 2014. The shuttles carried a total of 2,875 passengers during their 94-day schedule in 2014, an increase of 108% from 2012. Unlike previous years, Fort Taber was the busiest route, carrying a total of 1,786 passengers (a 314% increase from 2012), while the Downtown Loop carried a total of 1,089 passengers (a 62% increase from 2012) (see Figure 4).<sup>3</sup> The increase in passengers on the Fort Taber route was fueled by locals who use the shuttle to reach the beaches, including Sundays when there is no other public transportation service available. However, an analysis of ridership by day shows that the Fort Taber shuttle is actually busiest during weekdays and that Sunday is often one of the slower days of the week.

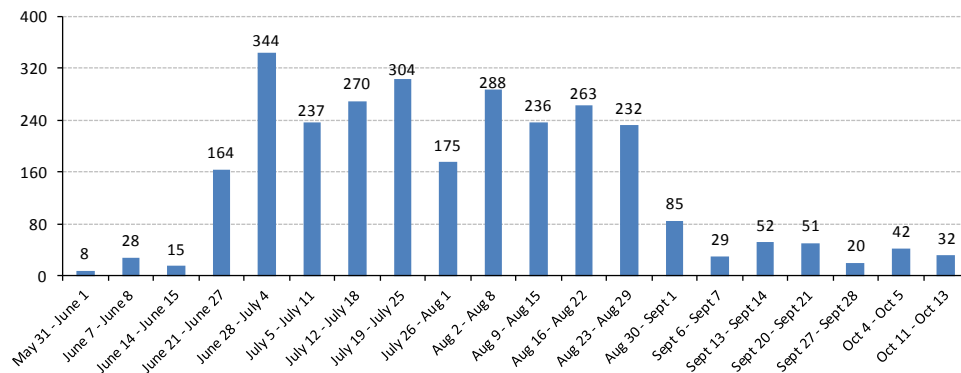


<sup>3</sup> This total does not represent unique passengers; passengers were counted each time they boarded even if they had ridden previously. This differs from passenger data recorded by the consultant during the week of July 6 – July 12, which counted unique passengers, i.e. passengers were counted only once during the day regardless of the number of times they disembarked or boarded. While SRTA maintains data on the number of wrist bands sold, this does not represent an accurate count of the total number of unique passengers, since children and students ride the shuttle free and do not always receive wrist bands.

### 4.2 PASSENGER COUNTS BY WEEK

Shuttle ridership was highest in late June and early July, which is partly a result of a visit from the whaling ship Charles W. Morgan. Passenger counts are lower in the shoulder periods of June, September, and October due to seasonality and the fact that the shuttle runs only on weekends during those months (see Figure 5).

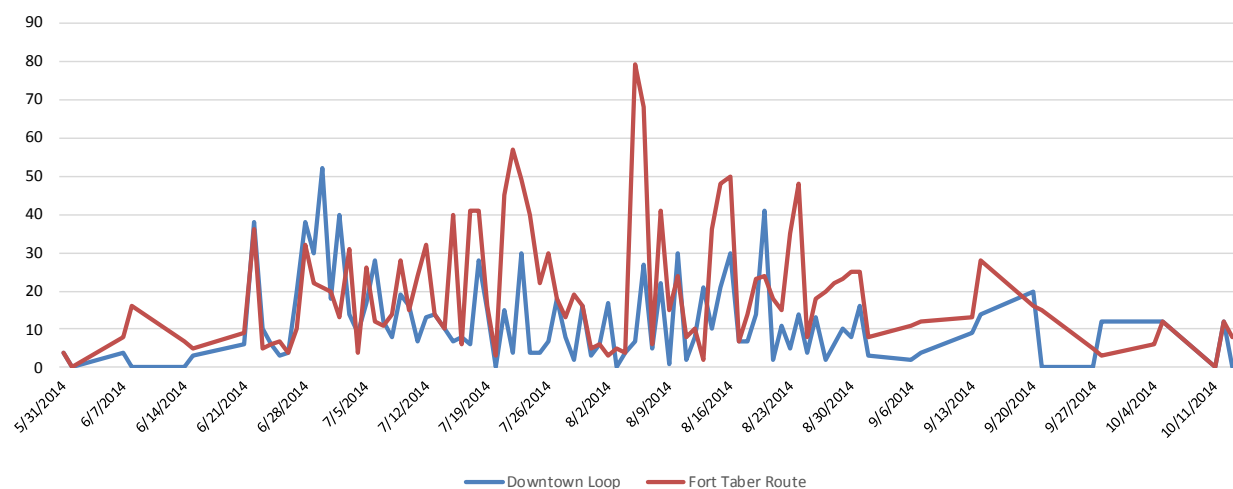
**Figure 5**  
Total Passengers By Week, 2014



### 4.3 PASSENGER COUNTS BY DAY

The Downtown Loop and Fort Taber route average 12 and 19 passengers per day respectively. Of the total number of routes travelled by the shuttles, 57% carried 10 or more passengers per day, which is a significant increase from 21% of the routes in 2013. However, 43% of the routes in the 2014 season carried less than 10 passengers per day. With the Downtown Loop making 24 round trips per day and the Fort Taber shuttle making 16 round trips, each shuttle was empty for considerable portions of each day, even in the busier summer season (see Figure 6).

**Figure 6**  
NB Line Passenger Counts By Day, 2014



## NB Line Shuttle Evaluation 2014, Final Report

### 4.4 CHANGE IN RIDERSHIP

The NB Line was initially intended to be a tourist-focused amenity that would draw more visitors to the downtown area and improve the experience for NHP visitors. However, over its three years of operation the NB Line has increasingly served New Bedford residents, who use the shuttle as low cost alternative for riding around the city. The shift in the type of passengers is evidenced by the declining percentage of passengers who ride the Downtown Loop versus the Fort Taber route; the Downtown Loop accounted for 53% of total ridership in 2012, which declined to 46% in 2013 and 38% in 2014.

This decline is explained by several factors. For example, there are an increasing number of school, day care, and summer camp groups who use the NB Line to reach Fort Taber, as well as a number of older residents who simply enjoy riding out to Fort Taber in air conditioned comfort. The \$1 fare is particularly attractive to residents who use the shuttle to reach the beaches, especially on Sundays when the NB Line is the only public transportation available to those destinations. In addition, it was often observed that out-of-town tourists who board the NB Line expected to receive a guided tour and were quite disappointed when they learned that was not the case. Consequently, there was little added value for out-of-towners to use the shuttle unless they did not have a car, it was an extremely hot day, or they had mobility issues. While the National Historical Park did provide some guided tours, these were sporadic.

This leads to perhaps the most important factor; it is clear that most tourists who visit New Bedford prefer to park their car in one of the city's two garages and then walk to the various downtown sites.<sup>4</sup> The downtown area itself is compact enough that most tourists can walk to the attractions, a feature that adds to the historical experience that attracts many visitors to the Park in the first place. Adding to the area's walkability is the completion of the JFK Highway Improvement Project (Route 18), which now links the NHP to the city's working waterfront through creation of a pedestrian-friendly boulevard. Thus, it is worth asking whether the New Bedford Whaling National Historical Park and nearby blocks are so walkable that the Downtown Loop shuttle bus, as currently operated, exhibits low ridership because it meets no real need, particularly since it is not packaged and produced as a destination experience.

Table 1 highlights the walking distance from the National Park Visitor Center and the shuttle routes to key sites, which shows that most attractions are within a half mile walking distance.

**Table 1**

| Measure of Walking Distance from Shuttle Stops to National Park Visitor Center and Key Attractions<br>(In Miles or Feet) |                                       |                    |                    |                                     |           |                                  |                       |                   |  |                  |           |                      |
|--|---------------------------------------|--------------------|--------------------|-------------------------------------|-----------|----------------------------------|-----------------------|-------------------|--|------------------|-----------|----------------------|
| NB Line Route and Stop   | National<br>Park<br>Visitor<br>Center | Ocean<br>Explorium | Seamen's<br>Bethel | New<br>Bedford<br>Whaling<br>Museum | Artworks! | Waterfront<br>Visitors<br>Center | Schooner<br>Ernestina | NB Fire<br>Museum | Public<br>Library/<br>Whaleman<br>Statue | NB Art<br>Museum | Gallery X | Zeiterion<br>Theater |
| <b><u>Downtown Loop</u></b>  |                                       |                    |                    |                                     |           |                                  |                       |                   |  |                  |           |                      |
| National Park Visitor Center   | NA                                    | 0.2                | 312 ft.            | 466 ft.                             | 430 ft.   | 371 ft.                          | 0.4                   | 0.7               | 0.2                                      | 0.3              | 0.3       | 0.2                  |
| State Pier   | 0.4                                   | 0.4                | 0.3                | 0.3                                 | 0.4       | 0.3                              | N/A                   | 0.9               | 0.5                                      | 0.5              | 0.6       | 0.4                  |
| Waterfront Hotel   | 0.3                                   | 0.3                | 0.3                | 0.2                                 | 0.4       | 0.4                              | 0.3                   | 0.9               | 0.5                                      | 0.5              | 0.6       | 0.4                  |
| Rotch-Jones-Duff House   | 0.6                                   | 0.5                | 0.6                | 0.6                                 | 0.6       | 0.7                              | 0.8                   | 0.2               | 0.5                                      | 0.5              | 0.4       | 0.4                  |
| Ocean Explorium  | 0.2                                   | NA                 | 0.2                | 0.2                                 | 0.1       | 0.6                              | 0.2                   | 0.5               | 0.1                                      | 0.1              | 0.3       | 387 ft.              |
| <b><u>Fort Taber Route</u></b>   |                                       |                    |                    |                                     |           |                                  |                       |                   |  |                  |           |                      |
| National Park Visitor Center   | NA                                    | 0.2                | 312ft              | 446ft                               | 0.2       | 0.3                              | 0.4                   | 1.0               | 0.3                                      | 0.4              | 0.5       |                      |
| Antiques West  | 1.6                                   | 1.6                | 1.6                | 1.6                                 | 1.7       | 1.6                              | 1.6                   | 1.2               | 1.6                                      | 1.7              | 1.7       |                      |
| West Beaches   | 2.1                                   | 2.0                | 2.1                | 2.0                                 | 2.1       | 2.1                              | 2.2                   | 1.6               | 2.1                                      | 2.1              | 2.2       |                      |
| Fort Taber   | 3.2                                   | 3.1                | 3.2                | 3.1                                 | 3.2       | 3.2                              | 3.3                   | 2.7               | 3.2                                      | 3.2              | 3.3       |                      |
| East Beaches   | 3.1                                   | 3.1                | 3.1                | 3.0                                 | 3.1       | 3.1                              | 3.1                   | 2.6               | 3.1                                      | 3.1              | 3.2       |                      |
| Antiques East  | 1.7                                   | 1.7                | 1.7                | 1.6                                 | 1.8       | 1.8                              | 1.9                   | 1.3               | 1.8                                      | 1.8              | 1.9       |                      |

Note: Highlighted cells are those that are more than .5 mile walking distance.

<sup>4</sup> While some of these NHP visitors will take the shuttle to visit Fort Taber (and save the \$15 parking fee instituted each summer), interviews with NB Line passengers suggest that most do not bundle a visit to the NHP with a trip to Fort Taber.

### 5.0 ON-BOARD PASSENGER SURVEY AND QUALITATIVE ASSESSMENT

CFPA and Urban Initiative staff rode the NB Line shuttle during all operating hours over the week of Sunday, July 6 through Saturday, July 12, 2013. Staff conducted a survey with passengers during these hours and recorded anecdotal data relating to schedule adherence, capacity-related problems, and vehicle and equipment reliability on each segment of the two NB Line routes. These observations also included the variation in ridership levels by time of day, day of week, and across stop/pickup points.

#### 5.1 ON-BOARD PASSENGER SURVEY

The on-board passenger survey was implemented using a questionnaire similar in design to other National Park Service shuttle surveys and was administered to all willing passengers age 18 and older who rode the NB Line during the week.<sup>5</sup> The purpose of the survey is to measure visitor experience and satisfaction, knowledge of the shuttle and routes, and impact on visitors' parking behavior (i.e., a shift in preference from parking on the streets to garage parking). The survey also captures passenger demographic data, such as education, sex, race, age, and place of residence.

The survey was conducted each day from 9:00 am to 5:00 pm. Respondents were provided the option to fill out a paper survey or complete the survey using a tablet. While all passengers age 18 years and older were asked to complete the survey, in most cases one person in the party filled out the survey for their group. Thus, although a total of 58 surveys were completed during the week, the responses of these survey-takers generally represent those of a larger group.<sup>6</sup>

Overall, results of the passenger survey show that the shuttle attracts a mix of local residents and tourists, a majority of whom are riding the shuttle for the first time. Many locals use the shuttle to reach Fort Taber (and its beach), while others simply ride the comfortable air-conditioned shuttles to pass the time during hot summer days. Satisfaction levels are high, with 90% rating their overall experience riding the shuttle as "very positive." Most learned about the shuttle on-site; 58% of respondents were not aware of the service until they arrived in downtown New Bedford. Results of the survey follow.<sup>7</sup>

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<sup>5</sup> A copy of the survey can be found in Appendix D.

<sup>6</sup> A total of 239 passengers rode the shuttle during the survey period.

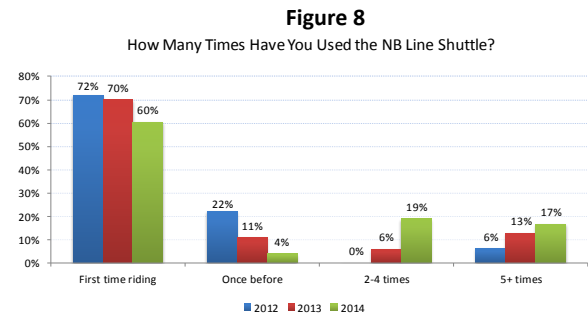
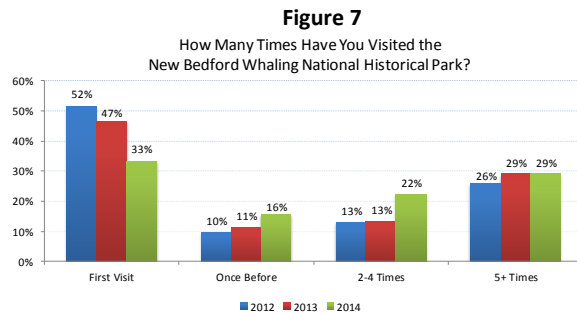
<sup>7</sup> Due to the low number of respondents, conclusions from the passenger survey should be made with caution.



## NB Line Shuttle Evaluation 2014, Final Report

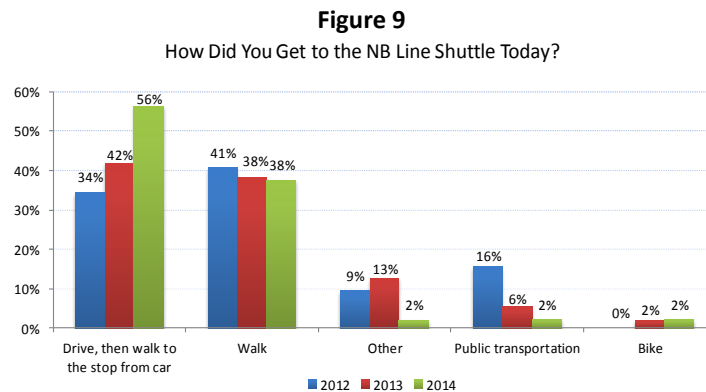
### 5.11 PREVIOUS VISITATION TO THE NEW BEDFORD WHALING NATIONAL HISTORICAL PARK AND NB LINE USAGE

Thirty-three percent (33%) of respondents were first time visitors to the New Bedford Whaling NHP, while 16% visited once before, 22% visited two to four times, and 29% visited five times or more (see Figure 7). Ridership frequency is higher than in previous years, which is expected since this is the shuttle's third year of operation; while 60% were riding the NB Line shuttle for the first time, 4% had ridden once before, 19% had ridden two to four times, and 17% had ridden five times or more (see Figure 8).



### 5.12 PARKING BEHAVIOR

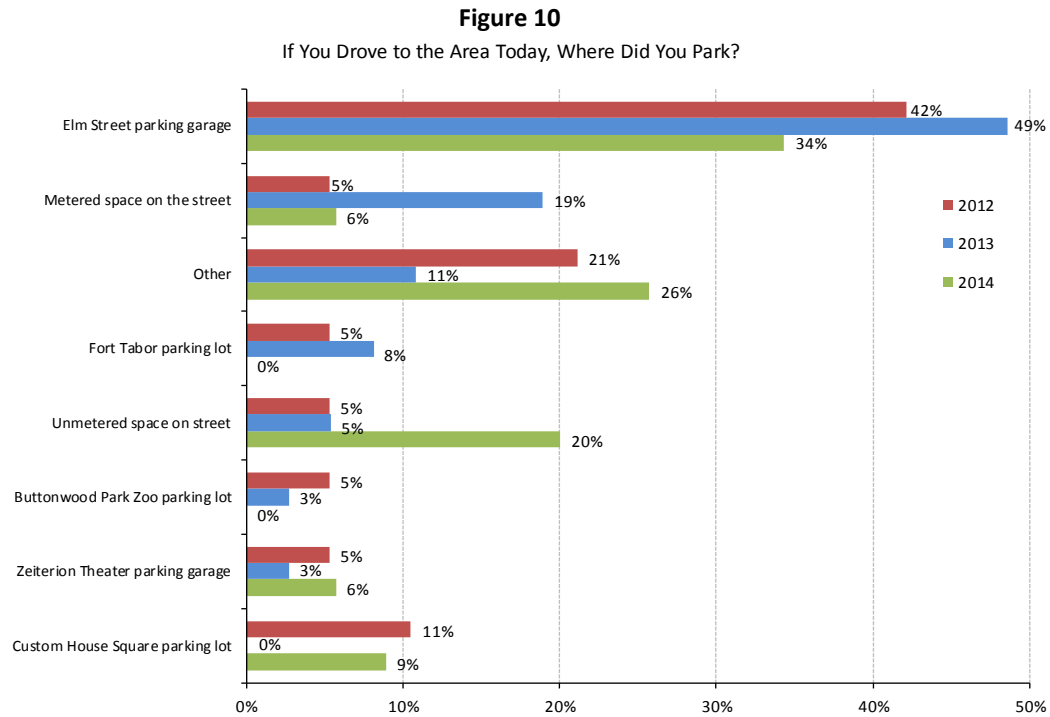
Respondents were asked several questions regarding parking behavior during their visit. Respondents were first asked how they arrived at the shuttle stop. More than half (56%) report they drove then walked from the stop to their car,<sup>8</sup> while 38% walked to the stop,<sup>9</sup> 2% used other means, 2% used public transportation, and 2% biked to the stop (see Figure 9).



<sup>8</sup> These respondents reside out of town.

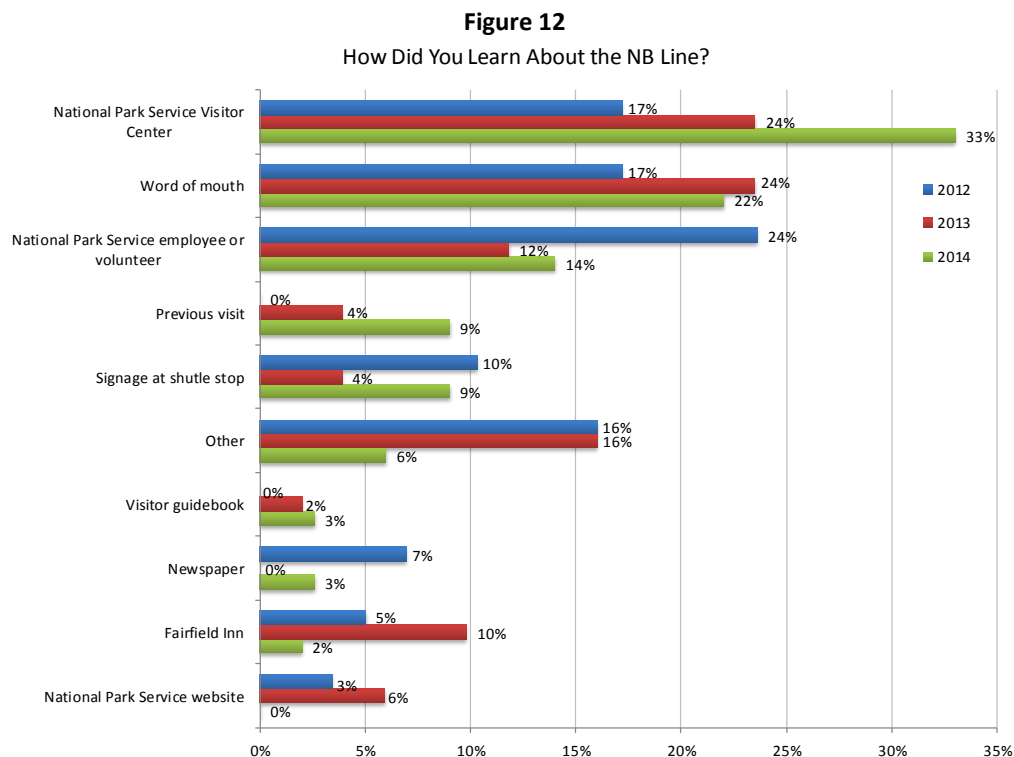
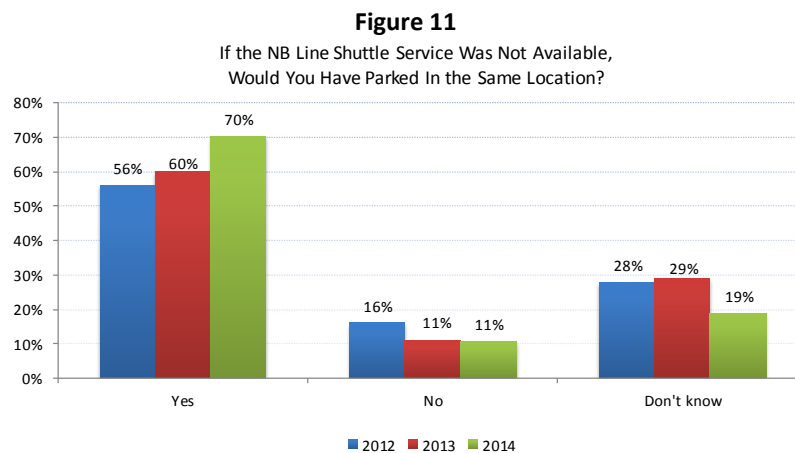
<sup>9</sup> These are primarily New Bedford residents.

One of the goals of the NB Line is to alleviate downtown traffic congestion by transitioning visitors from parking on the street to parking in the city's two garages. Results of the on-board survey, although limited due to the small sample size, suggest that most NB Line shuttle users did not park on the street. For example, among respondents who drove to the shuttle stop, 34% parked in the Elm Street garage while only 6% parked on the street (both metered and un-metered parking) (see Figure 10).



However, the availability of the NB Line shuttle may not have significantly influenced respondents' decision to park in an off-street location; 70% report they would have parked in the same location if the NB Line shuttle service were not available, while only 11% would have parked in a different location and 19% did not know (see Figure 11).

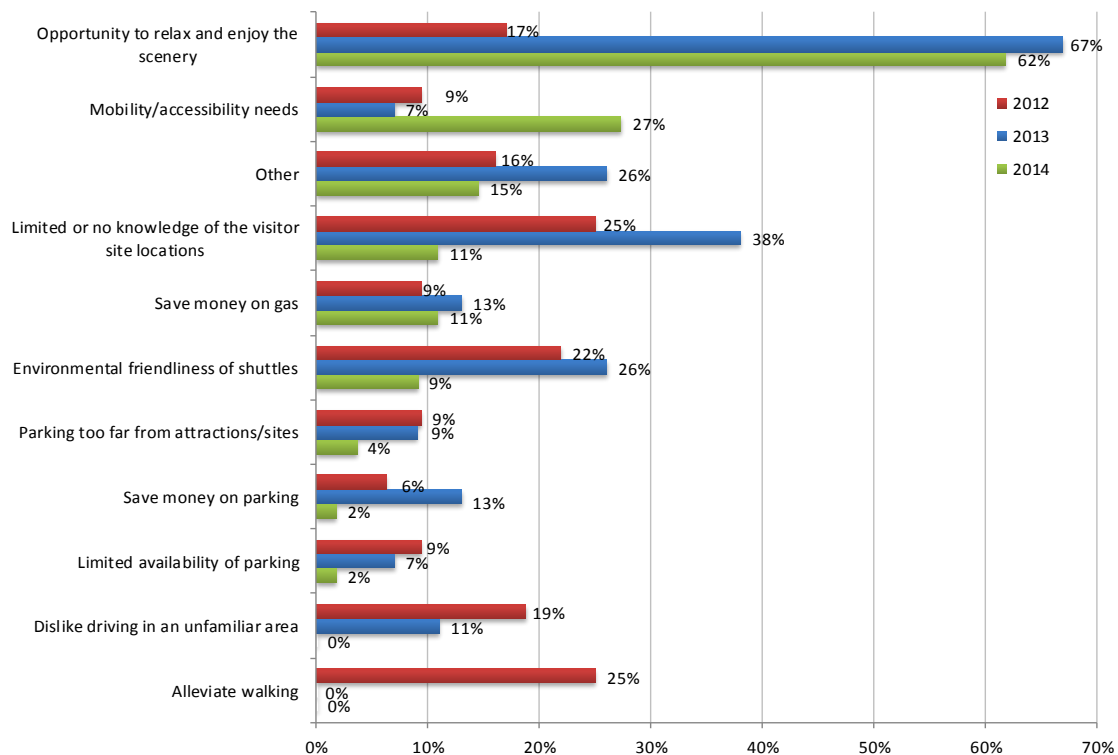
This may be partly attributable to the fact that more than half of respondents (58%) who rode the shuttle did not learn about the service until they arrived in downtown New Bedford; 33% learned about the shuttle at the Visitors Center, 14% from a National Park Service employee, 2% at the Fairfield Inn, and 9% from signage at the shuttle stops. Print and other media were less effective in promoting the shuttle; 3% learned about the shuttle from the newspaper, while 3% learned about the shuttle from the visitor guidebook and no respondents learned about the shuttle from the NPS website (see Figure 12).



## 5.13 MOTIVES FOR RIDING THE NB LINE

Parking in the National Park and at other New Bedford attractions is not a significant issue for most respondents; while respondents cite various reasons for riding the NB Line, only 2% indicate that “limited availability of parking” was the reason they rode the NB Line shuttle, while 4% also indicate that “parking is too far from attractions/sites” (see Figure 13). Higher percentages of respondents cite other reasons for riding, including the opportunity to relax and enjoy the scenery (62%)<sup>10</sup> and mobility/accessibility needs(27%).

**Figure 13**  
Why Did You Decide to Ride the NB Line Today?



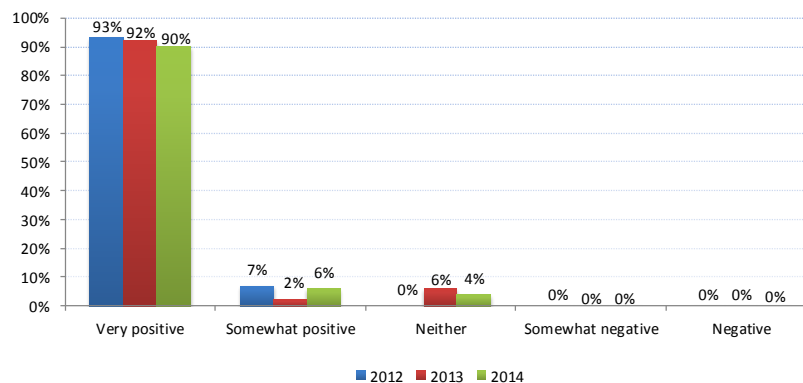
<sup>10</sup> These are primarily New Bedford residents.

## 5.14 RIDER SATISFACTION

Overall, respondents rate their NB Line experience positively; 90% report they had a very positive experience, 6% had a somewhat positive experience, and 4% had neither a positive nor negative experience. No riders had a negative experience (see Figure 14).

**Figure 14**

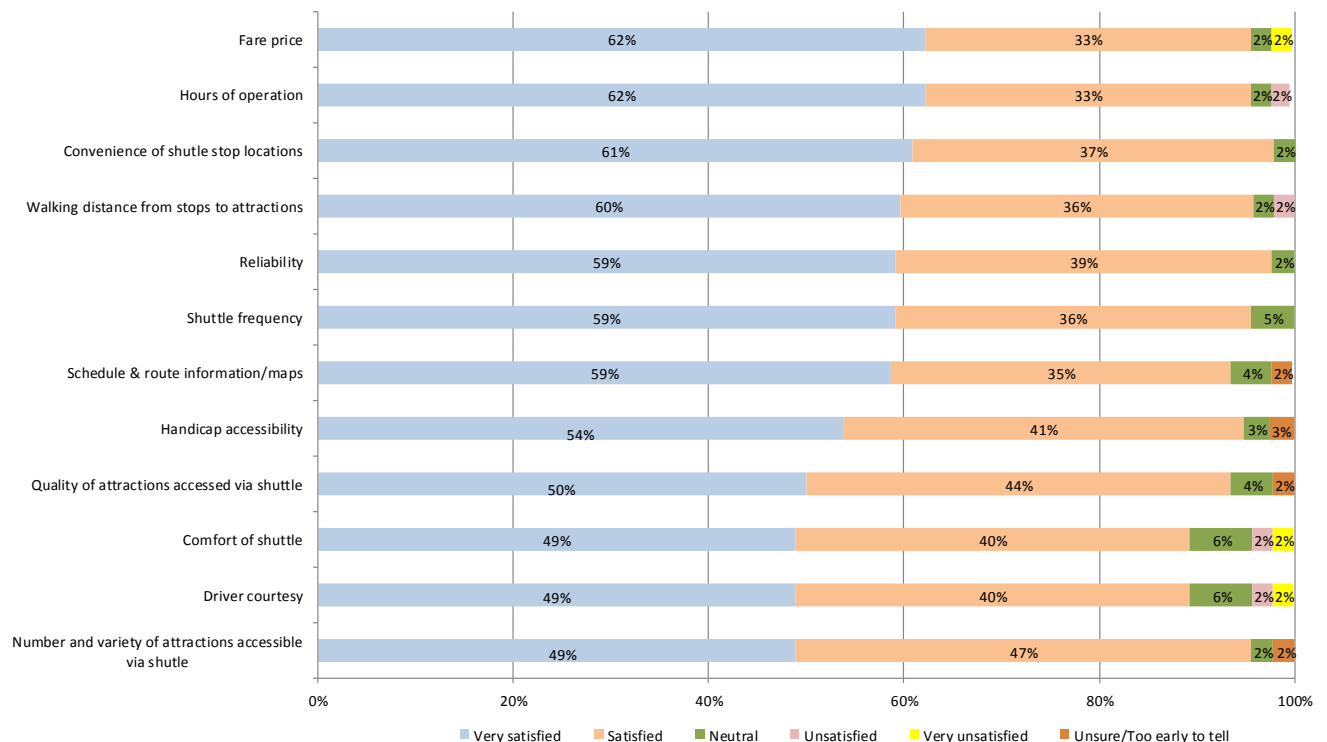
Overall, How Would You Rate Your Experience Using the NB Line?



Satisfaction levels are also high for specific aspects of the shuttle service. Overall, respondents are satisfied with most all aspects of the shuttle service, particularly the fare price (62% very satisfied), the hours of operation (62% very satisfied), and the convenience of the shuttle stop locations (61% very satisfied) (see Figure 15).

**Figure 15**

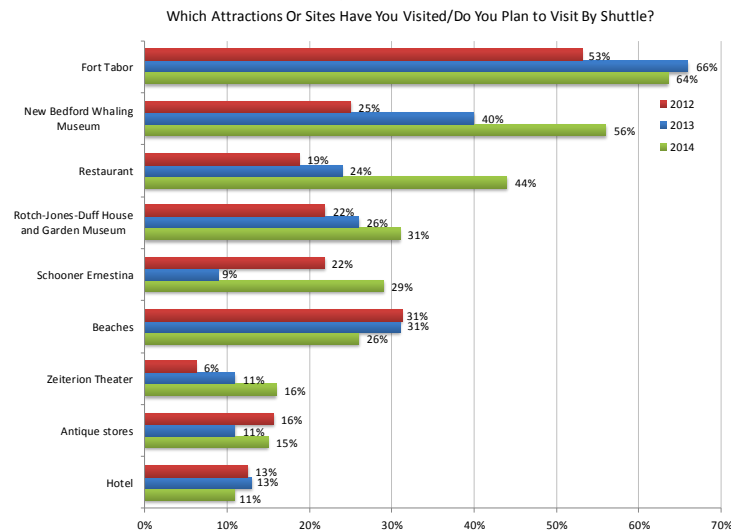
How Satisfied Are You With the Following?



### 5.15 ATTRACTIONS VISITED

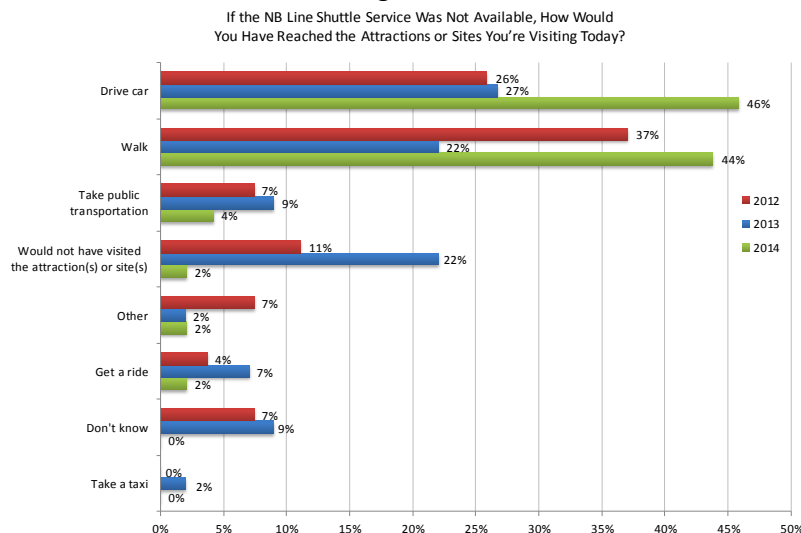
Riders visited or planned to visit a variety of New Bedford attractions, with the highest percentages visiting Fort Taber<sup>11</sup> (64%), New Bedford Whaling Museum (56%), and a restaurant (44%) (see Figure 16).

**Figure 16**



Respondents were asked how they would have reached the attractions they visited or planned to visit if the NB Line Shuttle was not available. The highest percentage of respondents report that they would have driven to the sites (46%) or walked (44%) (see Figure 17). Thus, the NB Line shuttle did succeed somewhat in decreasing the number of visitors driving to attractions, while at the same time attracting visitors to the area who would not have visited if it were not for the shuttle.

**Figure 17**



<sup>11</sup> These are primarily New Bedford residents.

## 5.17 DEMOGRAPHIC BACKGROUND OF RESPONDENTS

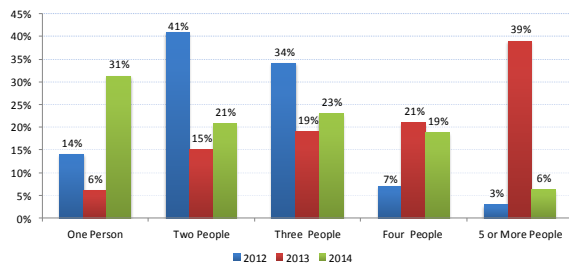
Respondents reside in a geographically wide range of locations and represent a variety of demographic groups in terms of age, gender, income, educational attainment, and race/ethnicity (see tables that follow).

**Table 2**  
**Place of Residence**

| Place of Residence | Number | Place of Residence      | Number |
|--------------------|--------|-------------------------|--------|
| New Bedford, MA    | 15     | Natick, MA              | 1      |
| Fairhaven, MA      | 5      | San Bernardino, CA      | 1      |
| Chicago, IL        | 1      | San Juan Capistrano, CA | 1      |
| Cummings, GA       | 1      | Sierra Madre, CA        | 1      |
| Dartmouth, MA      | 1      | Tiverton, RI            | 1      |
| Hilton Head, SC    | 1      | Wareham                 | 1      |
| Kailua Kona, HI    | 1      | Warwick, RI             | 1      |
| Marion, MA         | 1      | York Harbor, ME         | 1      |

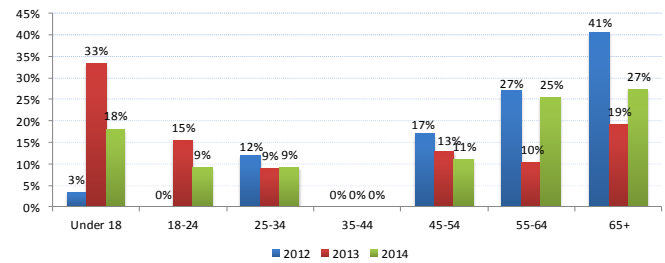
**Figure 18**

Number of People in Group (Including Respondent)

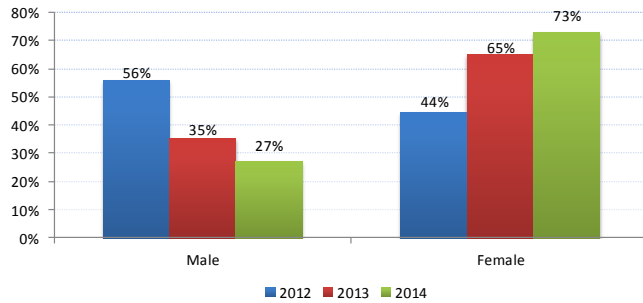


**Figure 19**

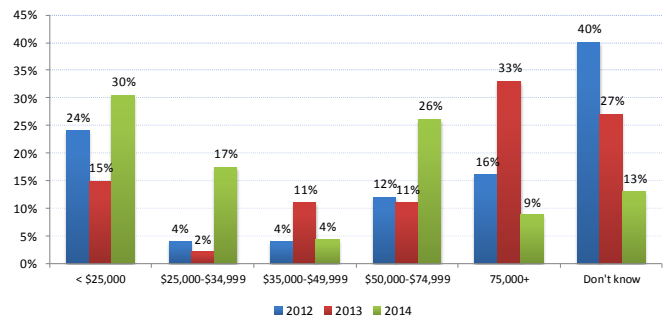
Age Group of Riders



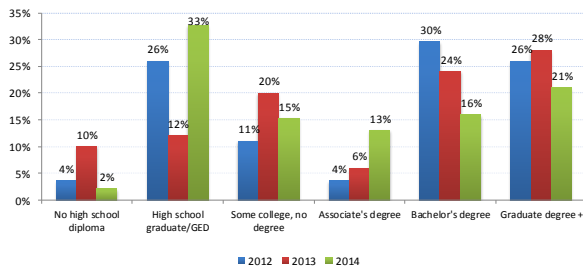
**Figure 20**  
Gender of Respondent



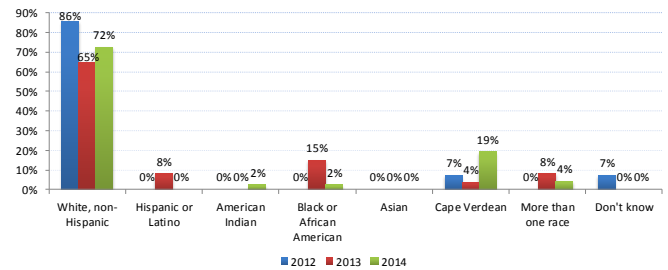
**Figure 21**  
Annual Household Income



**Figure 22**  
Educational Attainment



**Figure 23**  
Race/Ethnicity





### 5.2 QUALITATIVE ASSESSMENT, NB LINE SHUTTLE OPERATIONS

In addition to the on-board passenger survey, staff collected anecdotal data relating to schedule adherence, capacity-related problems, and vehicle and equipment reliability on each segment of the two NB Line routes during the survey week. These observations also include the variation in ridership levels by time of day, and day of week, and its distribution by stop/pickup point.

#### 5.21 ROUTE AND SCHEDULING OBSERVATIONS

In 2014, the east-west trips to/from Downtown/Buttonwood Park Zoo were eliminated from the schedule. These schedule alterations have caused important changes with regard to pacing and scheduling in the two primary routes. The Downtown Loop, which formerly presented some challenges for the driver, is now the easier route to navigate. There is now enough time available for the driver of the route to appropriately interact with passengers and to take needed bathroom breaks.

The Downtown Loop no longer proceeds from County Street to turn right onto Madison Street where the NB Line bus stop for the Rotch-Jones-Duff House is located, left onto Seventh Street, and then right onto Union Street. Madison Street is very narrow and is often difficult for a driver to negotiate if cars are parked poorly on the block between County and Seventh Streets. The standard route has been modified so that the shuttle travels further north on County Street to Spring Street and travels down the hill. The change in route cuts off some travel through a historic Seventh Street district where Frederic Douglass and Quaker abolitionist leaders lived. If the trip were interpreted for visitors by a National Park Service ranger or volunteer, this important aspect of the tour would be missing.

The Fort Taber route is now more challenging because it is more difficult for the driver to meet the newly assigned thirty-minute round-trip deadline, particularly when the shuttle needs to stop to pick up and discharge passengers, take their money, give them wristbands, and wait for them to be seated. It is important to note that drivers must make mandated full stops at each service location. The driver cannot recover lost time by making a rolling stop even when there clearly is no one to pick up or discharge from the shuttle.

#### 5.22 RIDERSHIP ISSUES

In 2014, there appeared to be a resurgence of the phenomenon first observed in 2012, where passengers who rode the shuttle were often low-income residents not intending to travel to a New Bedford cultural or recreational site. On hot summer days, for a fee of one dollar, local riders benefit from air-conditioned comfort. They are SRTA “regulars” who know all the bus drivers, and deliberately seek to ride with individual drivers who are known to be outgoing and who exhibit a friendly demeanor toward their passengers. In 2013, these drivers were working on other SRTA routes, but in 2014 the drivers assigned to the shuttles had positive reputations with local riders. This is not the targeted ridership (assuming that the shuttle is specifically intended to connect visitors and residents to New Bedford’s cultural and recreational destinations), but ridership was so low during the week that no visitors would be inconvenienced.

The busiest passenger days for the week were Sunday, July 6 for the Downtown Route<sup>12</sup> and Wednesday, July 9 for the Fort Taber Route (see Figure 24). In terms of specific stops, the National Park Visitors was by far the busiest

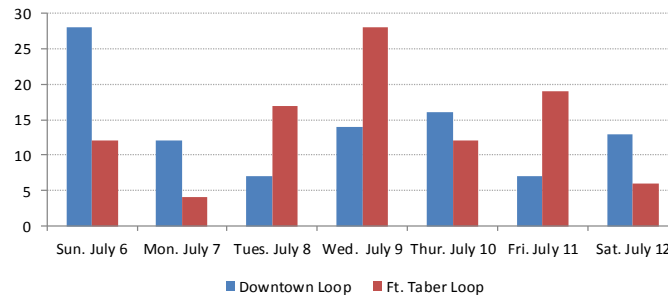
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<sup>12</sup> The whaling ship Charles W. Morgan visited New Bedford on this day, which had a positive effect on ridership levels.

stop for the Downtown Route (see Figure 25), while the Visitor Center and Fort Taber were the busiest stops on the Fort Taber routes (see Figure 26). These patterns are consistent with results from the 2012 and 2013 on-board surveys.

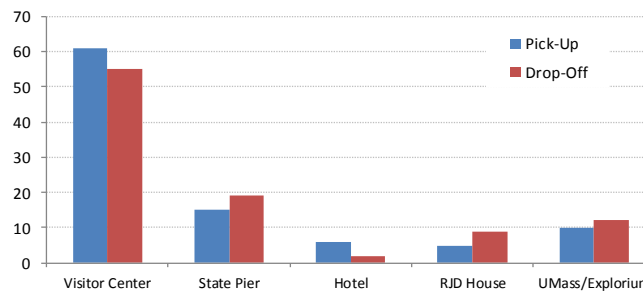
**Figure 24**

Number of Riders Per Day



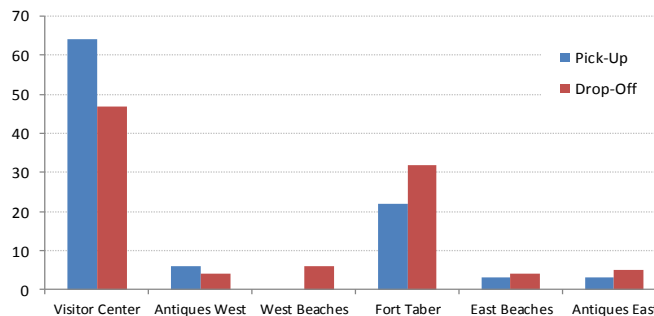
**Figure 25**

Downtown Loop: Pick-Up and Drop-Off By Location



**Figure 26**

Fort Taber Loop: Pick-Up and Drop-Off By Location



### 5.23 INTERPRETATION ISSUES

In 2014, we again observed that out-of-town tourists who board the bus expect to receive a guided tour. In many cases the SRTA drivers share what they know about the city of New Bedford as they drive the route. Drivers also frequently described the NB Line shuttle service and handed out brochures to potential riders mulling around the area of each stop. NPS does not provide ranger-guided interpretive talks on the NB Line. Volunteer interpreters provide talks when they are available, which is infrequent.

### 6.0 TELEPHONE SURVEY OF LOCAL RESIDENTS

A random sample telephone survey was conducted with residents 18 years of age and older from the communities of Acushnet, Dartmouth, Fairhaven, Freetown, and New Bedford.<sup>13</sup> The purpose of the survey is threefold:

- to measure local residents' awareness and usage of the NB Line shuttle,
- to measure local community awareness of the New Bedford Whaling National Historical Park and its institutional partners, and
- to measure local community awareness of New Bedford's historical significance and impact, particularly as it relates to whaling, slavery, and arts and culture.

A total of 704 telephone interviews were conducted from August 14, 2014 through August 18, 2014 using a questionnaire developed by the Center for Policy Analysis and staff from the New Bedford National Whaling NHP.<sup>14</sup> The overall margin of error for the poll is +/-3.7 percent for the complete set of data and the response rate for the survey is 13.7% (AAPOR#4).<sup>15</sup> Twenty test interviews were conducted before full implementation of the survey began and Spanish and Portuguese speaking interviewers were available to administer the survey in those languages.<sup>16</sup>

To ensure equal representation among the five communities, a proportional sample of surveys was conducted based on each community's population 18 years of age and older (See Table 3).

**Table 3**

| Town/City   | *Census Pop 18+ | % Census Pop 18+ | # Completed Surveys |
|-------------|-----------------|------------------|---------------------|
| Acushnet    | 8,361           | 6.5%             | 44                  |
| Dartmouth   | 28,203          | 21.8%            | 126                 |
| Fairhaven   | 13,151          | 10.2%            | 63                  |
| Freetown    | 6,812           | 5.3%             | 34                  |
| New Bedford | 72,910          | 56.3%            | 425                 |

*\*U.S. Census Bureau: American Community Survey, 2008-2012 estimates.*

### 6.1 RESULTS

Basic frequencies are presented for each survey question. In addition, crosstabulations were run by each question to determine if significant differences exist among respondents based on their demographic background.<sup>17</sup> In most cases, the survey results are presented for all respondents as well as by New Bedford versus its surrounding suburban towns, which may provide useful market segmentation data. Comparisons to the 2012 and 2013 surveys are also included. The detailed data tables that include all crosstabulations can be found in Appendix C. Results follow.

<sup>13</sup> The telephone survey was also conducted in 2012 and 2013 using a similar methodology and questionnaire.

<sup>14</sup> A copy of the questionnaire can be found in Appendix A.

<sup>15</sup> The number of respondents for some questions is lower, thus the margin of error is higher in those instances.

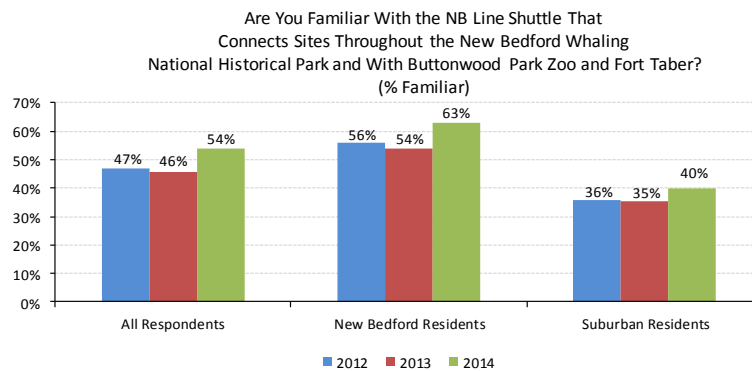
<sup>16</sup> More on the methodology can be found in Appendix B.

<sup>17</sup> Demographic crosstabulations are presented within the main body of the report only if they are statistically significant at the .05 level and below.

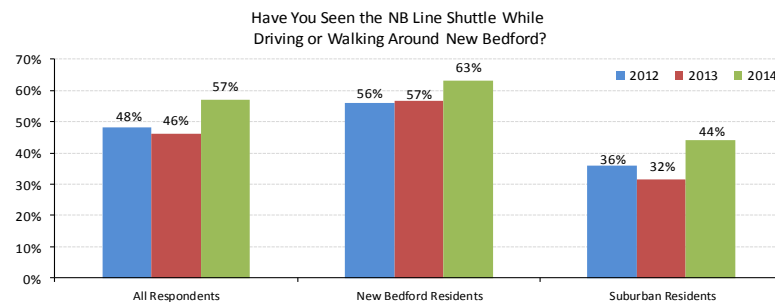
### 6.11 AWARENESS AND USAGE OF NB LINE SHUTTLE

Fifty-four percent (54%) of respondents report they are familiar with the NB Line, which is a higher level of awareness than in previous years. New Bedford respondents (63%) are more familiar with the shuttle in comparison to respondents from surrounding communities (40%) (see Figure 27). Similar percentages of respondents report they have seen the NB Line shuttle while they were walking or driving around New Bedford (see Figure 28).

**Figure 27**

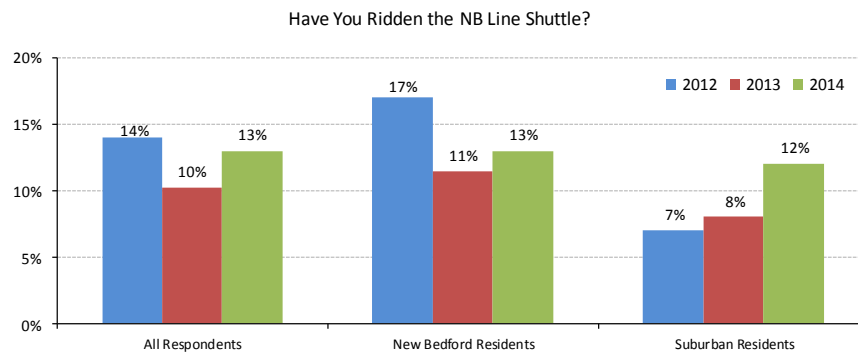


**Figure 28**



Although significant percentages of respondents are familiar with the NB Line and have seen the shuttle driving around the city, only 13% have ridden the shuttle (see Figure 29).

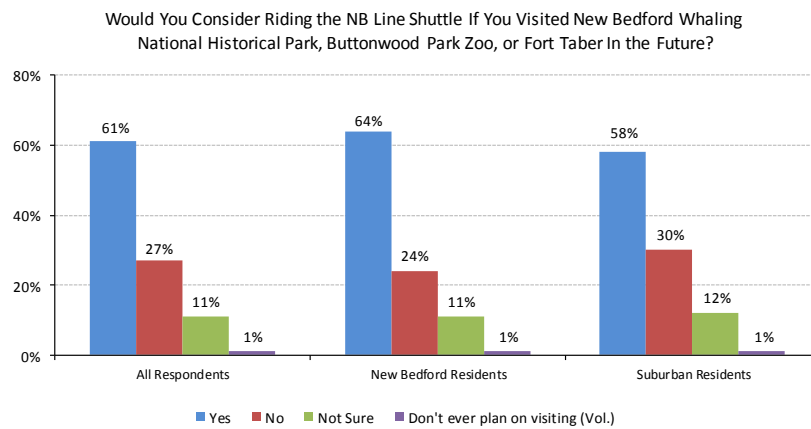
**Figure 29**



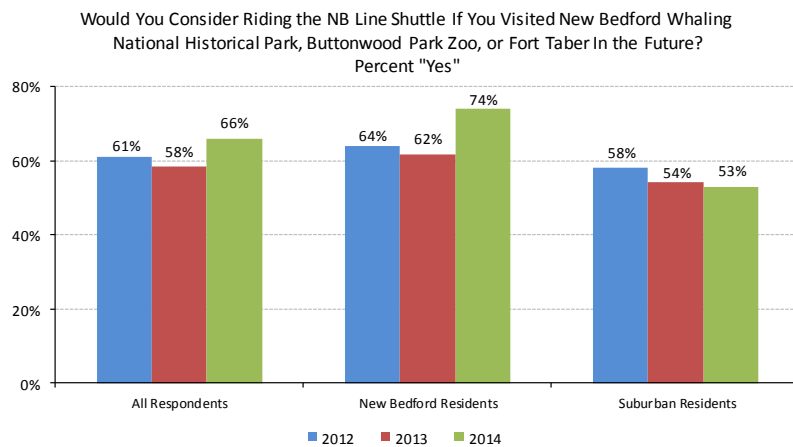
### 6.12 POTENTIAL RIDERSHIP

Sixty-one percent of respondents (61%) report they would consider riding the NB Line in the future, with New Bedford respondents (64%) more likely to consider riding than suburbanites (58%) (see Figure 30). Results are slightly higher in comparison to the 2012 and 2013 surveys (see Figure 31). However, the past three years have shown that while a majority of respondents report they would consider riding the shuttle, very few actually do.

**Figure 30**

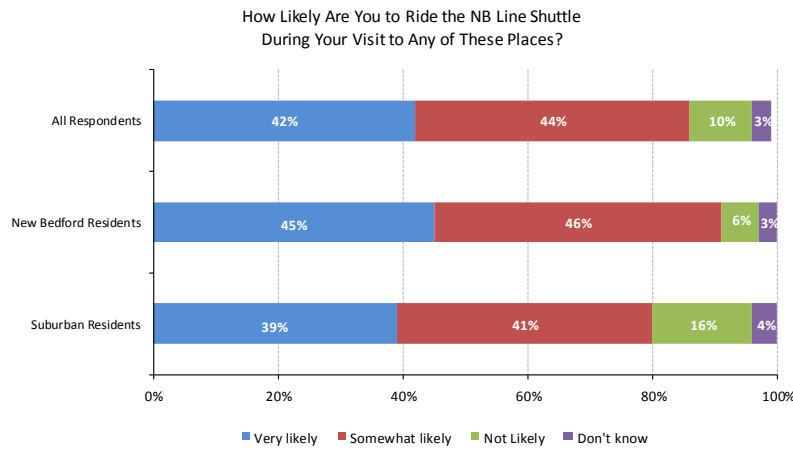


**Figure 31**

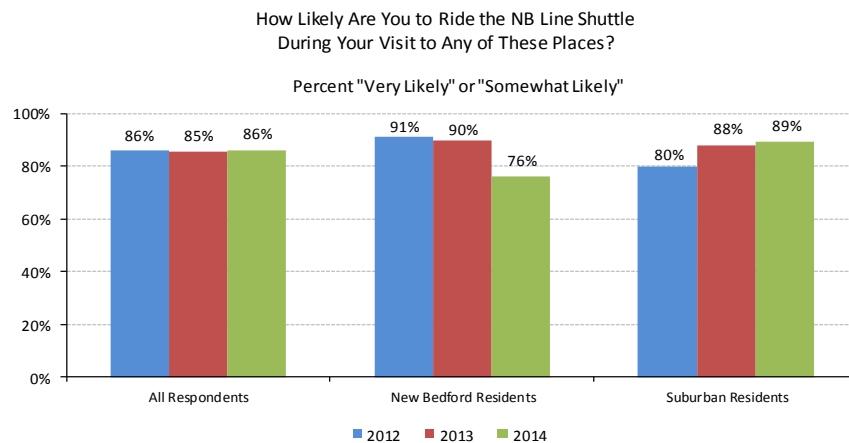


Among respondents who would consider riding the NB Line (see Figure 25), 42% report they are very likely to ride, 44% are somewhat likely to ride, 10% are not likely to ride, and 3% don't know (see Figure 32). New Bedford respondents report that they are very likely to ride in comparison to suburban respondents (45% vs. 39%), but again, actual ridership over the past three years continues to be very low, despite over 85% report they are at least "somewhat likely" to ride (see Figure 33).

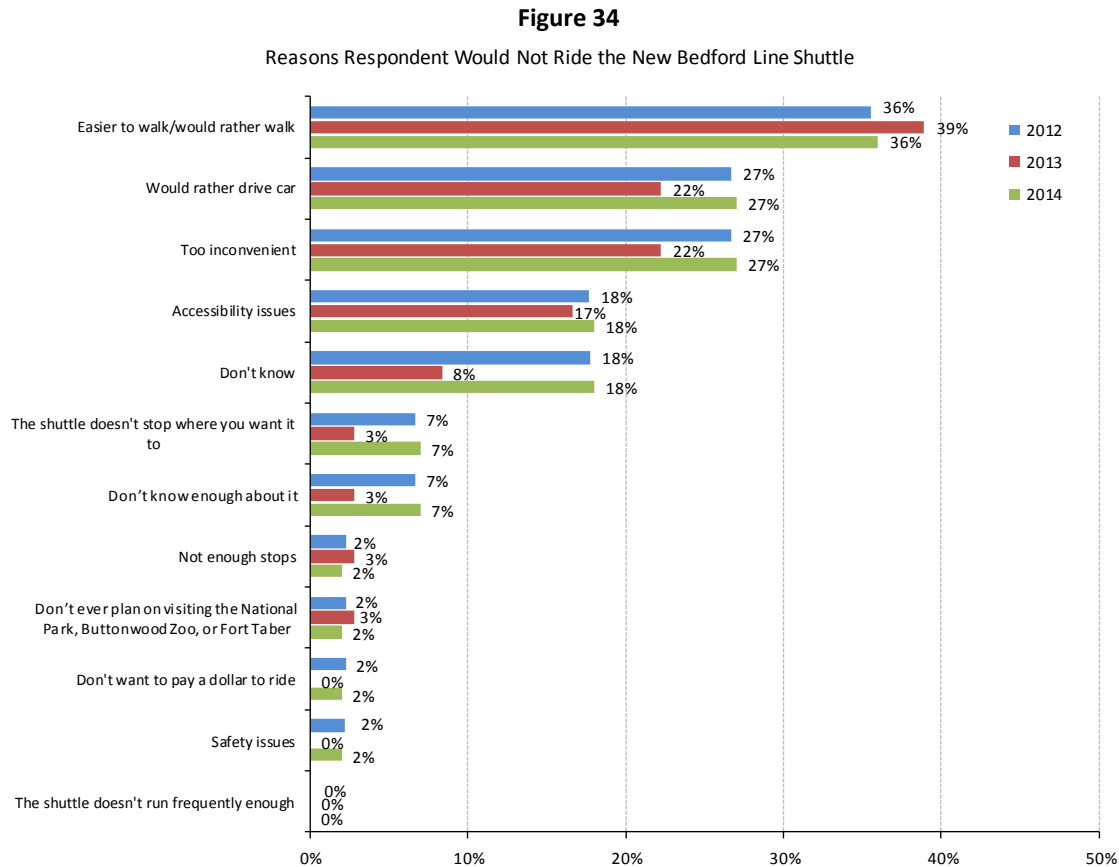
**Figure 32**



**Figure 33**



Respondents who report they would not ride the NB Line were asked the reason they would not ride. The highest percentages of respondents report that they would not ride because it is easier to walk/they would rather walk (36%), they would rather drive their car (27%), and because the shuttle is too inconvenient (27%) (see Figure 34).<sup>18</sup>

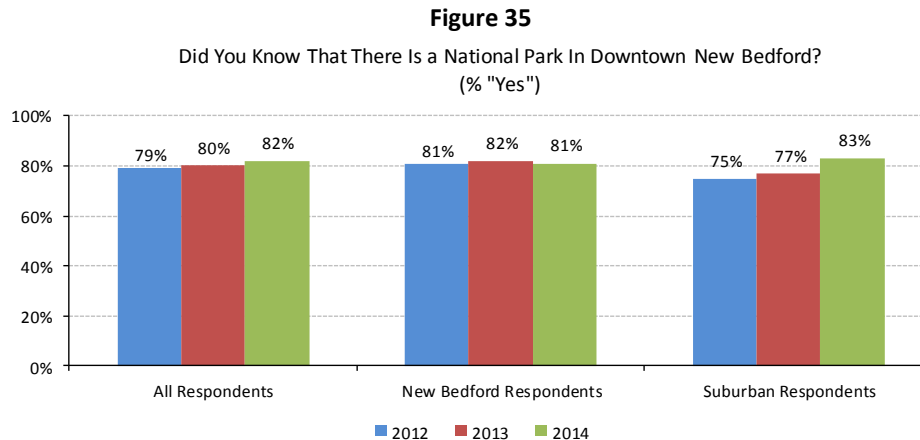


*Note: Percentages do not add to 100% because respondents were allowed to choose more than one category.*

<sup>18</sup> Conclusions should be made with caution due to the low number of respondents.

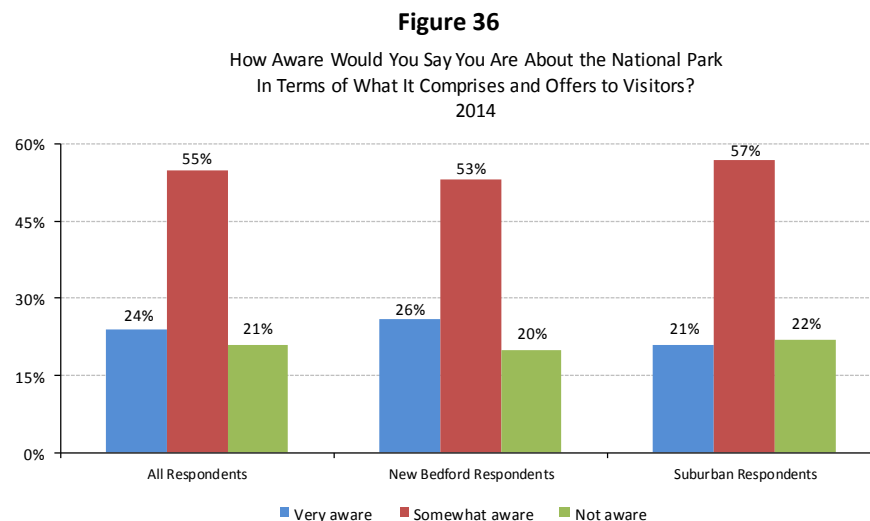
### 6.13 AWARENESS OF NEW BEDFORD WHALING NATIONAL HISTORICAL PARK

Eighty-two percent (82%) of respondents are aware that there is a national park in downtown New Bedford, with nearly similar percentages of New Bedford respondents (81%) being aware of the NHP in comparison to suburban respondents (83%) (see Figure 35). There are only minor differences in results between the 2012, 2013, and 2014 surveys.



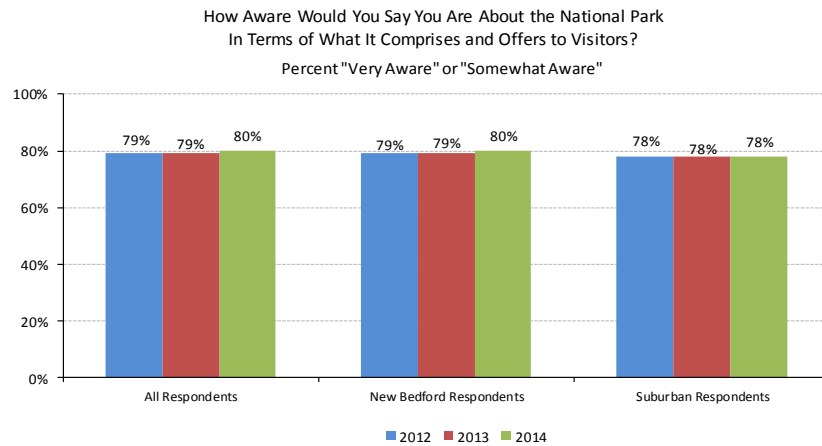
Respondents who are aware of the NHP were asked the degree to which they are aware of what the park comprises and offers to visitors. Twenty-four percent (24%) of respondents report they are very aware of what the park offers and comprises, while 55% are somewhat aware and 21% are not aware. There are only minor differences in levels of awareness between New Bedford and suburban respondents (see Figure 36) and results are similar to both the 2012 and 2013 surveys (see Figure 37).

Respondents with higher levels of education are more aware of what the NHP comprises; 37% who have a Bachelor's or higher are very aware compared to 17% with a high school diploma or less. Similarly, older respondents are more aware of what the park comprises in comparison to respondents in younger age cohorts; 19% age 18-34, 25% age 35-49, 24% age 50-64, 34% age 65 and older are aware of what the NHP offers and comprises.





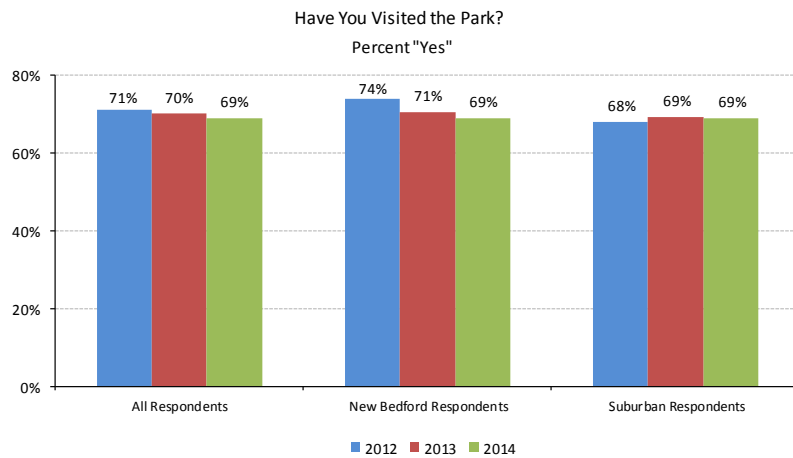
**Figure 37**



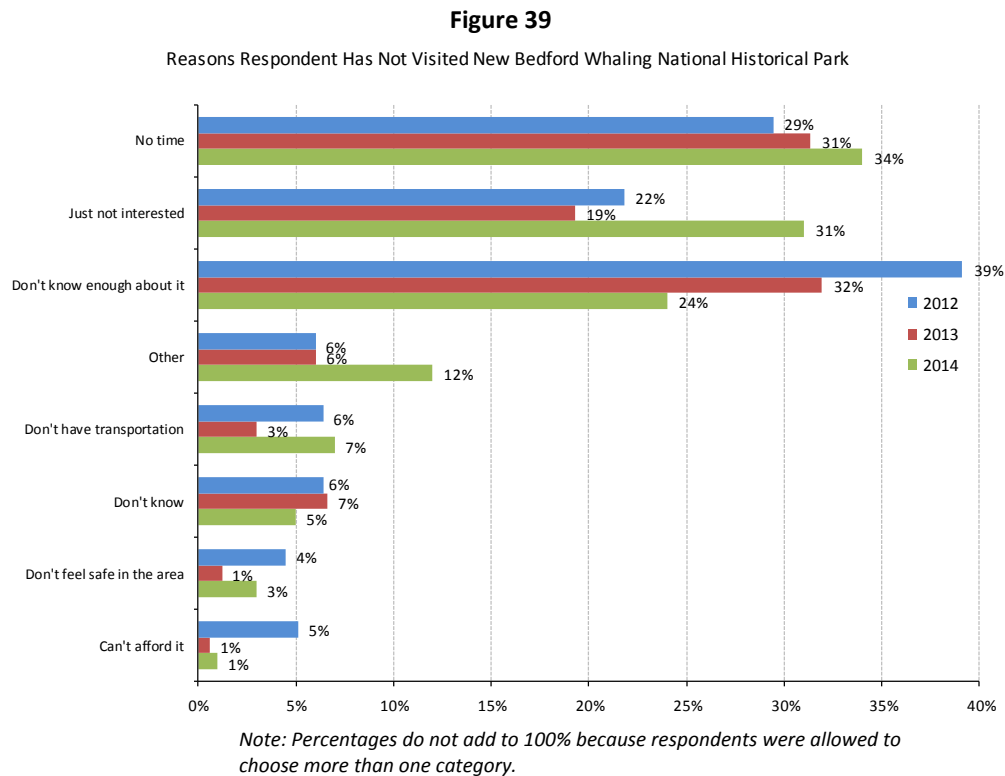
### 6.14 PARK VISITATION

Sixty-nine percent (69%) of respondents report they have visited the New Bedford Whaling NHP, with equal percentages of New Bedford and suburban respondents having visited (69%) (see Figure 38). There are only minor differences in results between the three survey years.

**Figure 38**



Respondents who have not visited the National Park were asked to explain why they have not visited. The highest percentage of respondents report they have not visited the park because they have no time (34%), they are just not interested (31%), and they don't know enough about it (24%), followed by other reasons (12%), they don't have transportation (7%), they don't know (5%), they don't feel safe in the area (3%), and they can't afford it (1%) (see Figure 39).<sup>19</sup>



<sup>19</sup> Other reasons include disability/medical issues (N=12) and difficulty of parking (n=7).

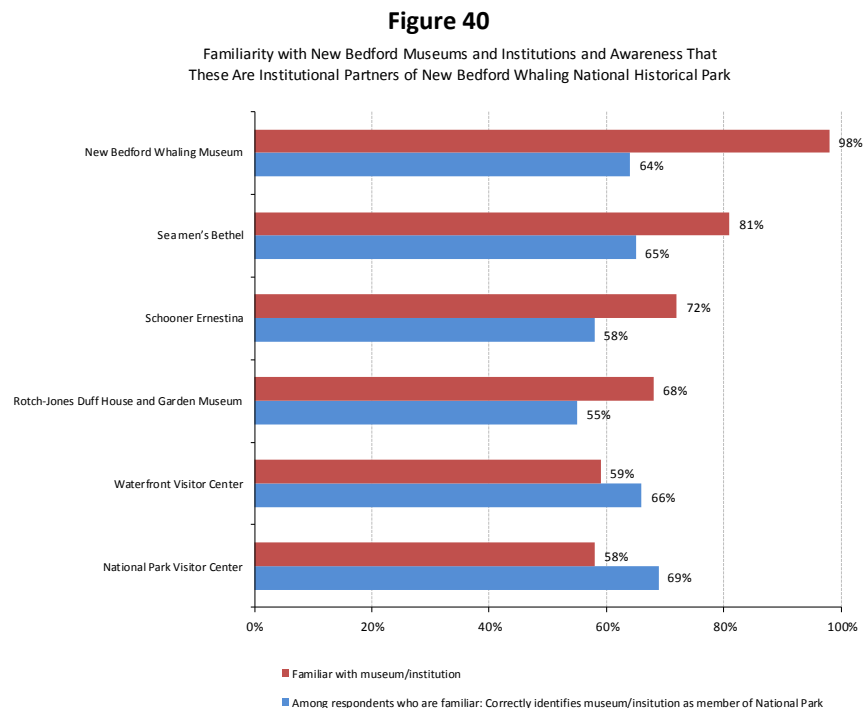
### 6.15 FAMILIARITY WITH NATIONAL PARK PARTNERS AND INSTITUTIONS

Respondents were asked if they are familiar with various New Bedford museums and institutions. Specifically, respondents were asked: “Can you tell me if you are familiar with any of the following New Bedford museums and institutions?” Respondents who reported they are familiar with a museum or institution were then asked if they are aware that it is an institutional partner of the NHP. Specifically, respondents were asked: “And before this interview, did you know that <museum or institution name> was part of the Whaling National Historical Park?”

Respondents are generally aware of each of the museums and institutions; 98% are aware of the Whaling Museum, followed by the Seamen’s Bethel (81% aware), the Schooner Ernestina (72% aware), Rotch-Jones Duff House and Garden Museum (68% aware), Waterfront Visitors Center (59% aware), and the National Park Visitor Center (58% aware) (see Figure 40).

Respondents are also largely aware that these museums or institutions are part of the National Park.<sup>20</sup> For example, 69% of respondents who are familiar with the National Park Visitors Center are aware that it is a partner of the National Park, followed by 66% for the Waterfront Visitors Center, 65% for the Seamen’s Bethel, 64% for the Whaling Museum, 58% for the Schooner Ernestina, and 55% for the Rotch-Jones Duff House and Garden Museum (see Figure 40). These results are similar to those from the 2012 and 2013 surveys.

Respondents who reside in New Bedford are more likely to be aware of each museum and institution than are respondents who reside in the surrounding communities. In addition, respondents with higher levels of education are more likely to be aware of each museum and institution than are respondents with lower levels of education and are also more likely to know that each is part of the NHP. Lastly, older respondents are also more likely to be aware of each museum and institution than are respondents in younger age cohorts.



<sup>20</sup> Again, this question was only asked if a respondent was aware of the museum or institution.

### 6.16 RECOMMENDATIONS FOR FUTURE EVENTS AND ACTIVITIES

All respondents were asked to specify events or activities that the National Park could sponsor that would encourage them to visit the Park. Responses include:<sup>21</sup>

- Concerts/bands (n=9)
- Large festival events (n=6)
- More advertisement (n=6)
- Family friendly activities (n=5)
- More children's activities (n=4)
- Ship exhibitions like Morgan (n=4)
- 50s night (n=3)
- Historical reenactments (n=3)
- Folk music (n=2)
- Historical lectures (n=1)
- Tours (n=1)
- Chowder fest (n=1)
- Arts and crafts (n=1)
- Hawaii Night program (n=1)

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<sup>21</sup> In some cases the actual wording of responses was grouped into general categories and themes.

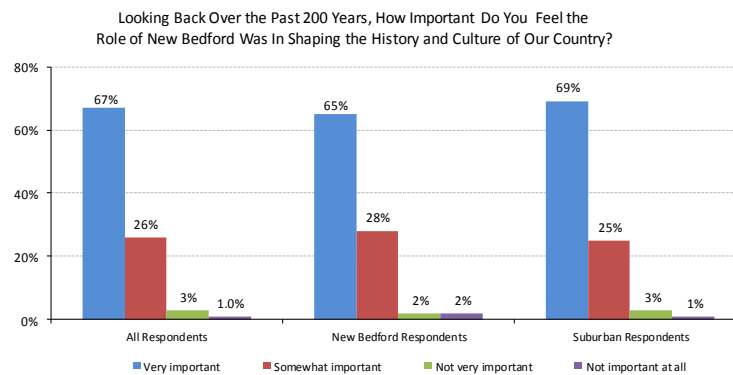
### 6.17 AWARENESS OF NEW BEDFORD'S HISTORICAL SIGNIFICANCE AND IMPACT

The telephone survey included five questions that measure respondent awareness of New Bedford's impact and imprint on our country's history and identity in terms of whaling, slavery, and art and culture. It is these issues around which the New Bedford Whaling National Historical Park was formed and organized. The questions seek to measure the connection between the history of New Bedford and the mission of the Whaling NHP in presenting and preserving that history. Overall, results show that respondents are generally aware of New Bedford's historical significance.

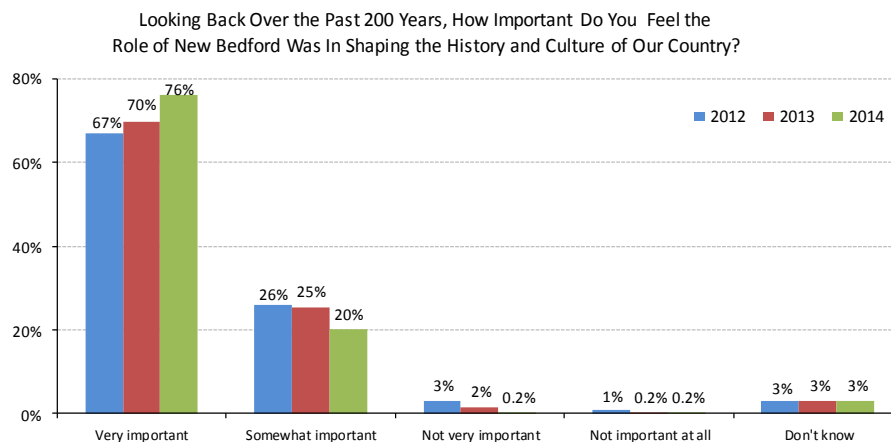
#### *Role in Shaping the History and Culture of Our Country*

Sixty-seven percent (67%) of respondents feel that New Bedford played a very important role in shaping the history and culture of our country, while 26% feel the city played a somewhat important role, 3% feel it played not a very important role, and 1% feel that its role was not important at all (see Figure 41). Results from the 2012 and 2013 surveys are somewhat similar (see Figure 42).

**Figure 41**



**Figure 42**

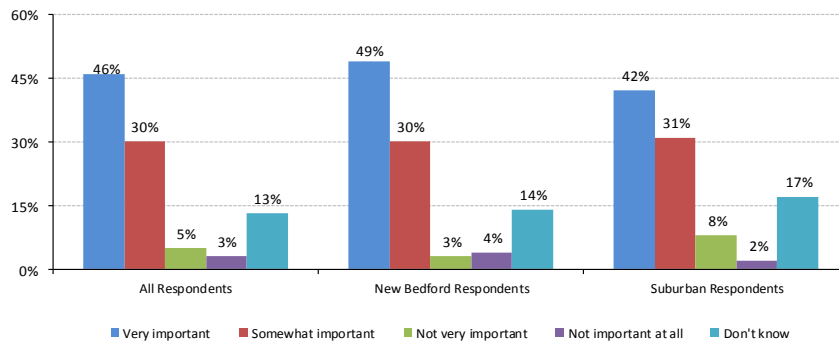


### Role in the Abolishment of Slavery

Forty-six percent of respondents (46%) feel that New Bedford's role in the abolishment of slavery was very important, while 30% feel it was somewhat important, 5% feel it was not very important, 3% feel it was not important at all, and 13% don't know. A higher percentage of New Bedford respondents feel that New Bedford's role in the abolishment of slavery was very important in comparison to suburban respondents (49% vs. 42%). Results from the 2012 and 2013 surveys are similar (see Figure 44).

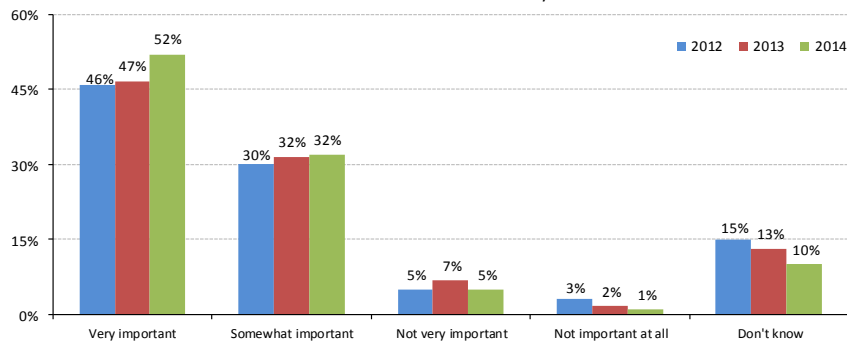
**Figure 43**

How Important Do You Feel New Bedford's Role Was In the Abolishment of Slavery?



**Figure 44**

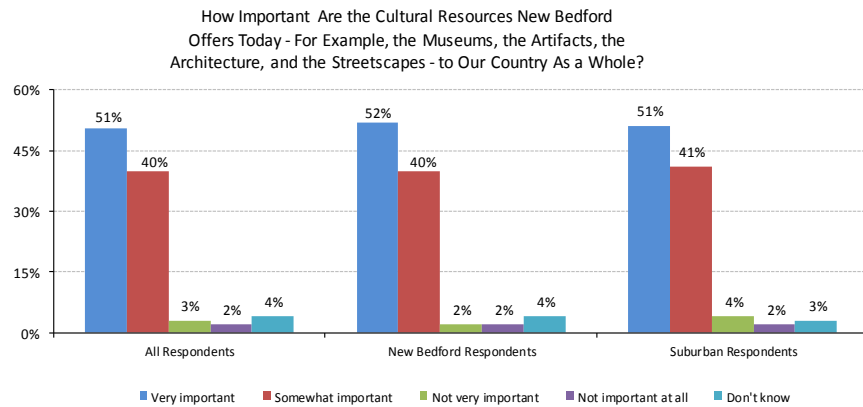
How Important Do You Feel New Bedford's Role Was In the Abolishment of Slavery?



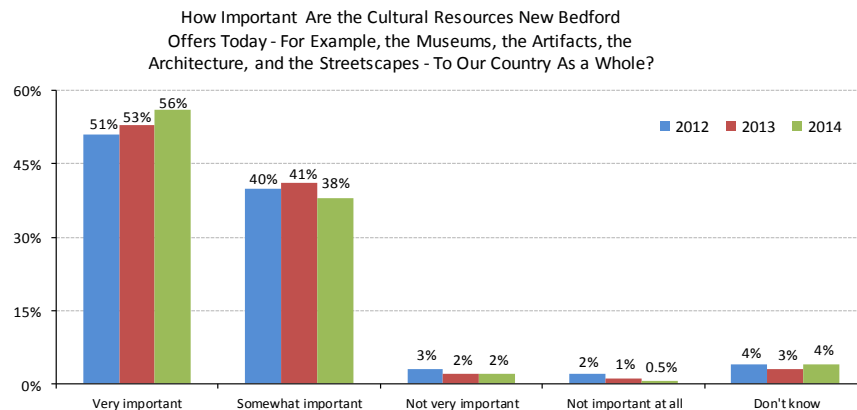
### Importance of Cultural Resources

Just over half of respondents (51%) believe that the cultural resources New Bedford offers today are very important to our country as a whole, while 40% believe they are somewhat important, 3% believe they are not very important, 2% believe they are not important at all, and 4% don't know (see Figure 45). There are only minor differences between the results of New Bedford and suburban respondents. Results from the 2012 and 2013 surveys are also fairly similar (see Figure 46).

**Figure 45**

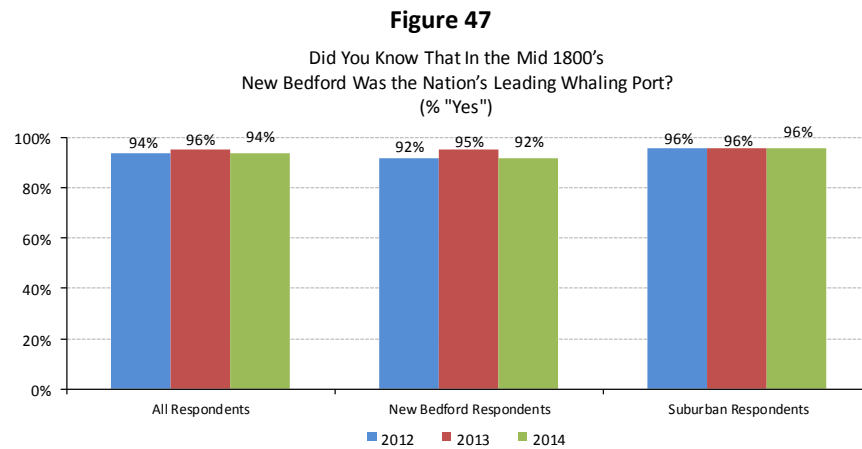


**Figure 46**

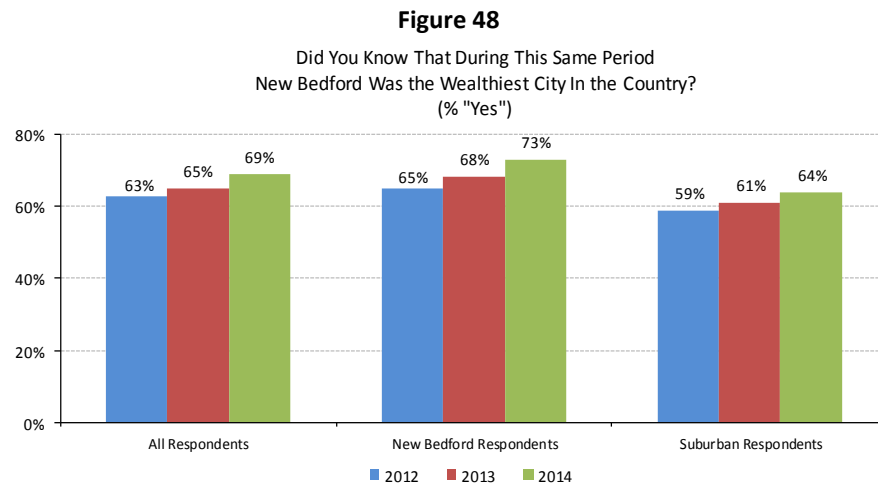


### Whaling and Wealth

Most all respondents (94%) are aware that New Bedford was once the nation's leading whaling port. There are only minor differences between New Bedford and suburban respondents and between results from the 2012 and 2013 surveys (see Figure 47).



Sixty-nine percent (69%) of respondents report that they know that New Bedford was the wealthiest city in the country during its whaling peak, with a higher percentage of respondents from New Bedford knowing this fact in comparison to suburban respondents (73% vs. 64%). Results from the 2012 and 2013 surveys are fairly similar (see Figure 48).





### **7.0 KEY INFORMANT INTERVIEWS**

Ten key informant interviews were conducted with stakeholders and partners of the New Bedford Whaling NHP in August 2014 to gauge satisfaction with the implementation of the NB Line shuttle and recommendations for the NB Line going forward. Five standard questions were asked to each key informant, while various follow-up questions were asked depending on the direction of the interview. The standard questions included:

- Are you familiar with the NB Line Shuttle?
- Were you a partner with the National Park Service?
- How does the NB Line Shuttle serve your organization and its clients?
- How could shuttle service be developed to more effectively serve the city, your organization, or its clients?
- How would it affect your business/organization if the NB Line Shuttle no longer existed?

Of the ten persons interviewed, all were familiar with the NB Line shuttle. Only one person reported they were engaged to be a partner with the National Park Service and participated in the process of planning the shuttle. Most agree that the shuttle is a good concept, but they are not aware if ridership levels have improved from previous years, although some commented that the Route 18 improvements have encouraged foot traffic and may have decreased demand for the shuttle in the downtown area.

Most key informants agree that the NB Line did not contribute significantly to their organizational mission because of the low number of shuttle riders. They continue to report little to no increase in tourism or business that could be attributed to the NB Line, although they believe that the service provides important services, particularly in serving local residents. For example, it was noted that the NB Line is the only bus running to the Fort Taber beaches on Sunday. Another key informant noted that the availability of transportation around the city is one of the biggest challenges to low income residents in terms of reaching recreational sites and that the NB Line shuttle serves a vital function by getting people to the south end beaches and Fort Taber. Another key informant noted that he believes the shuttle offers a neighborhood benefit because he has seen local people get on and off the bus at the stop near his business. Yet he sees no benefit or impact on his particular business.

Unlike the interviews conducted in 2012 and 2013, key informants were less forthcoming about ways to improve the NB Line, which may be an indication that they are resigned to the fact that the service will be an important factor in improving tourism and business vitality. They continue to encourage additional marketing and promotion to maximize awareness of the shuttle, yet they do not provide specifics as to who should be responsible for promotion and who should pay for it. Key informants were also concerned that the Buttonwood Park Zoo route was dropped in 2014, yet this was the least used NB Line route and added considerably to operating costs.

In sum, key informants see the NB Line as a value and convenient service for both tourists and locals that promotes a positive image for the city. Yet, none are able to cite concrete examples as to how the shuttle has improved tourism or business vitality or what would be the consequence if the service no longer existed. Now that new partners will need to provide financial support to keep the shuttles running, it may become clearer the degree to which the region supports the service, in whatever capacity that may be going forward.

### **8.0 NEXT STEPS**

As noted, SRTA is required to operate the two NB Line shuttles for an additional four years, although not necessarily as constituted during the pilot phase. If the project is to be successful beyond the three-year pilot phase, strategic partners from throughout the region must come to the table to share a portion of the shuttles' operating costs. Several opportunities are presented below, however, a primary consideration is to determine which constituency the shuttle will serve going forward: tourists, locals, or both.

If the strategy is for the shuttle to continue to serve tourists in the National Historical Park, the service needs to be repackaged to include some form of interpretation that makes the shuttle experience a destination in itself. Also, the shuttle no longer proceeds from County Street to turn right onto Madison Street as it had in 2012 and 2013. This route change cuts off some travel through an historic Seventh Street district where Frederic Douglass and Quaker abolitionist leaders lived. If the trip were interpreted for visitors by a National Park Service ranger or volunteer, this important aspect of the tour would be missing.

If the shuttle will continue to serve locals, some opportunities might include:

- A partnership with the Community Benefit District (CBD) proposed for downtown New Bedford. The district will be funded by higher tax assessments, grants, and other fees and in return, businesses will receive benefits such as cleaner sidewalks, new lighting, and signage. In partnership with SRTA, the district might consider having the NB Line travel throughout the district on a smaller scale than it currently operates; for example, on weekends, during AHA! nights, or during special events.
- A partnership with the City of New Bedford to retain Sunday service to Fort Taber, which was increasingly used by locals over the 3-year pilot period.
- New Bedford's Community Economic Development Center, which is spearheading improvements on Acushnet Avenue in the city's North End, may be interested in having the shuttle run a loop on weekends or to connect this commercial corridor with the downtown area on Sundays, when regular SRTA bus service is not available. Past NB Line surveys have indicated demand to incorporate the North End into the shuttle route.
- Link the shuttle with youth summer programs to provide transportation between amenities and programs such as Boys and Girls Club, Community Boating Center, Sea Lab, Dennison Memorial Community Center, free lunch programs, etc. As noted, the shuttle is increasingly being utilized by school, daycare, and camp groups.
- Link the shuttle between downtown New Bedford and Fairhaven, to serve historic downtown/Fort Phoenix.
- A partnership with the City of Fall River, or other local entities, to deploy the shuttles to transport tourists to Battleship Cove during the Route 79 redevelopment project. The construction has rerouted traffic and made reaching the Battleship Cove area difficult, particularly for out-of-towners not familiar with the area.
- The shuttles might also connect various cultural institutions throughout the city on a Fall River Cultural Loop, including linking Battleship Cove with the Columbia Street Cultural District.

### APPENDIX A – TELEPHONE SURVEY QUESTIONNAIRE

<INTRO>

Hi, my name is \_\_\_\_\_ and I'm calling from UMass Dartmouth. How are you today? We are conducting a short 5-minute survey about the New Bedford Whaling National Historical Park and the NB Line shuttle. Your opinions are important to our study even if you have never visited the National Park and we would greatly appreciate your participation. Keep in mind that all responses are strictly confidential and that we do not have any information about you other than your telephone number.

[INTERVIEWER: IF ASKED - THIS SURVEY SHOULD TAKE NO MORE THAN 5 MINUTES OF YOUR TIME.]

[IF RESPONDENT SAYS THEY ARE NOT INTERESTED IN PARTICIPATING IN THE SURVEY OR SEEMS READY TO END THE INTERVIEW, READ:

“YOUR OPINIONS ON THIS ISSUE ARE VERY IMPORTANT AND WE’D LIKE TO GIVE YOU AN OPPORTUNITY TO MAKE YOUR OPINIONS HEARD, EVEN IF YOU HAVE NEVER VISITED THE NATIONAL PARK. ARE YOU SURE YOU DO NOT HAVE JUST A FEW MINUTES TO COMPLETE THE SURVEY?”]

Q1. To confirm that we are talking only to residents in our study area, can you tell please tell me in which city or town you live?

- 1 Acushnet
- 2 Dartmouth, North Dartmouth, or South Dartmouth
- 3 Fairhaven
- 4 Freetown, Assonet, or East Freetown
- 5 New Bedford
- 6 Other [INTERVIEWER READ: SORRY, BUT YOU DO NOT RESIDE IN THE AREA WE ARE STUDYING] (SKP END)
- 9 Refused (SKP END)

Q2. And since we need to ensure that every resident has an equal chance of participating, may I please speak with the adult living in your household aged 18 or older - including yourself -- who had the most recent birthday? I don't mean who is the youngest, but rather, who had the most recent birthday.

- 1 Current Respondent (SKIP TO Q6)
- 2 Someone else: Ask to speak to that person (DISPLAY INTRO THEN SKP Q4)
- 3 Person with most recent birthday not available [SCHEDULE CALLBACK)
- 4 Don't know all birthdays, only some (CONTINUE Q3)
- 5 Don't know any birthdays other than own (SKP Q6)
- 6 No person 18 or over available (SCHEDULE CALLBACK)
- 99 Refused (SKP END)

- Q3. Of the ones that you do know, who had the most recent birthday?
- 1 Current informant (SKIP TO Q6)
  - 2 Someone else: Ask to speak to that person (DISPLAY INTRO THEN SKP Q4)
  - 3 Person with most recent birthday not available (SCHEDULE CALLBACK)
  - 99 Refused (SKP END)
- Q4. Do you have a few minutes to complete the survey?
- 1 Yes (SKP Q6)
  - 2 No
- Q5. Your opinions on this issue are very important and we'd like to give you an opportunity to make your opinions heard. Are you sure you do not have just a few minutes to complete the survey?
- 1 Yes, will participate
  - 2 No, will not participate [SKP END]
- Q6. INTERVIEWER: RECORD RESPONDENT'S SEX
- 1 Male
  - 2 Female
- Q7. OK, thanks. Let's begin. Did you know that there is a National Park in downtown New Bedford?
- 1 Yes
  - 2 No [INTERVIEWER READ: THE NEW BEDFORD WHALING NATIONAL HISTORICAL PARK IS LOCATED IN DOWNTOWN NEW BEDFORD AND COMMEMORATES THE HERITAGE OF THE WORLD'S PREEMINENT WHALING PORT DURING THE NINETEENTH CENTURY. ESTABLISHED IN 1996, THE PARK ENCOMPASSES 34 ACRES DISPERSED OVER THIRTEEN CITY BLOCKS. IT INCLUDES A VISITOR CENTER, THE NEW BEDFORD NATIONAL HISTORIC LANDMARK DISTRICT, THE NEW BEDFORD WHALING MUSEUM, THE SEAMEN'S BETHEL, THE SCHOONER ERNESTINA, AND THE ROTCH-JONES-DUFF HOUSE AND GARDEN MUSEUM.
  - 9 Refused
- Q8. Are you familiar with the NB Line shuttle that connects sites throughout the New Bedford Whaling National Historical Park and with Buttonwood Park Zoo and Fort Taber?
- 1 Yes
  - 2 No [INTERVIEWER READ: LET ME BRIEFLY EXPLAIN WHAT THE NB LINE SHUTTLE IS ALL ABOUT. THE SHUTTLE CONNECTS THE NEW BEDFORD WHALING NATIONAL HISTORICAL PARK WITH BUTTONWOOD PARK ZOO AND FORT TABER. THERE ARE SEVERAL STOPS WITHIN THE NATIONAL PARK AND YOU CAN RIDE THE SHUTTLE ALL DAY FOR JUST A DOLLAR.] (SKP Q10)
  - 99 Refused (SKP Q10)
- Q9. Have you ridden the NB Line shuttle?
- 1 Yes
  - 2 No

Q10. (IF Q1<5 OR Q1>5) Have you been to New Bedford this summer?

- 1 Yes
- 2 No (SKP Q12)
- 9 Refused (SKP Q12)

Q11. Have you seen the NB Line shuttle while driving or walking around New Bedford?

- 1 Yes
- 2 No
- 3 Not sure (Vol.)
- 9 Refused

Q12. Would you consider riding the NB Line shuttle if you visited New Bedford Whaling National Historical Park, Buttonwood Park Zoo, or Fort Taber in the future?

- 1 Yes
- 2 No (SKP Q14)
- 3 Not sure (Vol.) (SKP Q14)
- 4 Don't plan on ever visiting those places (Vol.) (SKP Q15)
- 9 Refused (SKP Q15)

Q13. How likely are you to ride the NB Line shuttle during your visit to any of these places? [INTERVIEWER: READ CHOICES]

- 1 Very likely (SKP Q15)
- 2 Somewhat likely (SKP Q15)
- 3 Not likely
- 8 Don't know (Vol.) (SKP Q15)
- 9 Refused (SKP Q15)

Q14. Why wouldn't you ride the NB Line shuttle? Is it because [INTERVIEWER: READ ALLCHOICES AND CHECK ALL THAT APPLY]

<Randomize>

- 1 You don't ever plan on visiting the National Park, Buttonwood Zoo, or Fort Taber
- 2 Too inconvenient
- 3 Don't know enough about it
- 4 Easier to walk/Would rather walk
- 5 The shuttle doesn't run frequently enough
- 6 The shuttle doesn't stop where you want it to
- 7 Not enough stops
- 8 Don't want to pay a dollar to ride
- 9 Other (please specify) \_\_\_\_\_
- 88 Don't know
- 99 Refused

Q15. Now I would like to ask you just a few questions about the New Bedford Whaling National Historical Park.  
(IF Q7>1 SKP Q18)

Q15a. How aware would you say you are about the National Park in terms of what it comprises and offers to visitors?  
Are you [INTERVIEWER: READ CHOICES]

- 1 Very aware
- 2 Somewhat aware
- 3 Not aware
- 8 Don't know (Vol.)
- 9 Refused

Q16. Have you visited the Park?

- 1 Yes (SKP Q18)
- 2 No
- 3 Don't know (Vol.)
- 9 Refused

Q17. We are interested in knowing why some people do not visit the National Park. I'm going to read you reasons that might explain why some people have not visited. Please tell me if any of these reasons apply to you. How about: [INTERVIEWER: READ CHOICES]

<Randomize>

- 1 You are just not interested
- 2 You have no time
- 3 You don't know enough about it
- 4 You can't afford it
- 5 You don't have transportation
- 6 You don't feel safe in the area
- 7 Any other reasons? (please specify) \_\_\_\_\_
- 8 Don't know
- 9 Refused

Q18. Can you tell me if you are familiar with any of the following New Bedford museums and institutions? How about:

<Randomize>

|  | Yes | No | Refused |
|--|-----|----|---------|
| Q18a. New Bedford Whaling Museum               | 1   | 2  | 9       |
| Q18b. Rotch-Jones Duff House and Garden Museum | 1   | 2  | 9       |
| Q18c. Seamen's Bethel                          | 1   | 2  | 9       |
| Q18d. Waterfront Visitor Center                | 1   | 2  | 9       |
| Q18e. Schooner Ernestina                       | 1   | 2  | 9       |
| Q18f. National Park Visitor Center             | 1   | 2  | 9       |

Q19. (IF Q18a through Q18f=1 THEN ASK) And before this interview, did you know that <museum or institution name> was part of the Whaling National Historical Park?

- 1 Yes
- 2 No [INTERVIEWER: CODE "NOT SURE" OR DON'T KNOW" as "NO."]
- 9 Refused

Q20. Are there any events or activities that the National Park could sponsor that would encourage you to visit the Park?

- 1 Yes (Please specify) \_\_\_\_\_
- 2 No/Don't know
- 9 Refused

Now I'd like to ask you just a few questions about New Bedford and its historical significance. I would like you to answer each of these questions on a scale of very important, somewhat important, not very important, or not important at all. You can also answer don't know if you are not sure.

Q21. Looking back over the past 200 years, how important do you feel the role of New Bedford was in shaping the history and culture of our country? [INTERVIEWER: READ CHOICES]

- 1 Very important
- 2 Somewhat important
- 3 Not very important
- 4 Not important at all
- 8 Don't know
- 9 Refused

Q22. And how important do you feel New Bedford's role was in the abolishment of slavery?

- 1 Very important
- 2 Somewhat important
- 3 Not very important
- 4 Not important at all
- 8 Don't know
- 9 Refused

Q23. And lastly, how important are the cultural resources New Bedford offers today -- for example, the museums, the artifacts, the architecture, and the streetscapes -- to our country as a whole?

- 1 Very important
- 2 Somewhat important
- 3 Not very important
- 4 Not important at all
- 8 Don't know
- 9 Refused

Q24. Did you know that in the mid 1800's New Bedford was the nation's leading whaling port?

- 1 Yes
- 2 No
- 9 Refused

Q25. And did you know that during this same period New Bedford was the richest city in the country?

- 1 Yes
- 2 No
- 9 Refused

The final questions are for statistical purposes only, so that we can make sure we interview a representative group of people. I want to remind you that your responses will be kept confidential.

Q26. Can you please tell me your age?

- \_\_\_\_ years
- 97 97 or older
- 99 Don't know/Refused (VOL.)

Q27. And how many people are in your household? \_\_\_\_\_



Q28. What is the last grade or class that you completed in school? [INTERVIEWER: DO NOT READ CHOICES]

- 1 None, or grade 1-8
- 2 High school incomplete (Grades 9-11)
- 3 High school graduate (Grade 12 or GED certificate)
- 4 Technical, trade, or vocational school AFTER high school
- 5 Some college, associate degree, no 4-year degree
- 6 College graduate (B.S., B.A., or other 4-year degree)
- 7 Post-graduate training or professional schooling after college  
(e.g., toward a master's Degree or Ph.D.; law or medical school)
- 9 Don't know/Refused (VOL.)

Q29. Now I'm going to read to you some racial and ethnic categories. Can you please tell me which racial or ethnic group you identify yourself with? You can choose more than one. [INTERVIEWER: READ CHOICES AND CHECK ALL THAT APPLY]

- 1 White, non-Hispanic
- 2 Black or African American
- 3 Hispanic or Latino
- 4 Portuguese or Azorean
- 5 Cape Verdean
- 6 Asian
- 7 American Indian
- 8 More than one race
- 88 Don't know
- 99 Refused

Q30. I am going to read several different income categories. Without telling me your exact income, into which category did your total household income for the past year fall? [INTERVIEWER: READ CHOICES]

- 1 Under \$25,000
- 2 \$25,000 up to \$50,000
- 3 \$50,000 up to \$75,000
- 4 \$75,000 up to \$100,000
- 5 Over \$100,000
- 99 Don't know/refused

Thank you very much for your participation.

### APPENDIX B – TELEPHONE SURVEY METHODOLOGY

A total of 704 telephone interviews were conducted from July 31, 2013 through August 4, 2013 using a questionnaire developed by the Center for Policy Analysis and staff from the New Bedford National Whaling NHP. The overall margin of error for the poll is  $\pm 3.7$  percent for the complete set of data and the response rate for the survey is 15.8% (AAPOR#4).<sup>22</sup> Twenty test interviews were conducted before full implementation of the survey began and Spanish and Portuguese speaking interviewers were available to administer the survey in those languages.

To ensure equal representation among the five communities, a proportional sample of surveys was conducted based on each community's population 18 years of age and older (See Table 4).

**Table 4**

| Town/City   | *Census Pop 18+ | % Census Pop 18+ | # Completed Surveys |
|-------------|-----------------|------------------|---------------------|
| Acushnet    | 8,197           | 6.4%             | 45                  |
| Dartmouth   | 27,571          | 21.6%            | 152                 |
| Fairhaven   | 12,904          | 10.1%            | 71                  |
| Freetown    | 6,879           | 5.4%             | 38                  |
| New Bedford | 72,227          | 56.5%            | 398                 |

*\*U.S. Census Bureau: American Community Survey, 2007-2011 estimates.*

The household member surveyed was randomly chosen using the “latest birthday” screen. Interviews were conducted between 2:00 pm and 8:00 pm on weekdays and 10:00 am and 4:00 pm on Saturday and Sunday. This range of hours provides the interviewers with an opportunity to contact hard to reach respondents, a procedure crucial to producing high quality survey data. Return calls were scheduled at the convenience of the respondents, primarily during the morning hours. Respondents were called a minimum of 5 times before they were determined to be unreachable.

A total of 15,222 dialings were made during the survey period. Overall, interviews averaged 7.1 minutes, with the shortest survey completed in 4.2 minutes and the longest survey taking nearly 19 minutes. The Center's senior staff continually monitored the progress of interview outcomes to prevent problem cases that could interfere with the integrity of survey procedures.

#### Sampling Procedures

The Center for Policy Analysis uses the Genesys Sampling System from Marketing Systems Group to generate random telephone numbers. The Genesys Sampling System is used by many private and university-based polling and survey research organizations. The system uses a list of all possible telephone numbers in a particular geographic area (e.g., a state) to randomly generate a telephone sample for the designated geographic area. The survey was conducted using a random digit dialing (RDD) sample. The RDD sample insures an equal and known probability of selection for every residential telephone number (listed and unlisted) in the sample geographic frame.

<sup>22</sup> The number of respondents for some questions is lower, thus the margin of error is higher in those instances.

### **Survey Administration**

The Center for Policy Analysis uses Computer Assisted Telephone Interviewing, or CATI, to conduct telephone surveys. Specifically, CFPA uses WinCATI software from Sawtooth Technologies, which is one of most widely used CATI systems in the world. Using WinCATI, telephone interviewers conduct interviews via computers, which provides highly reliable data because the computer controls the questionnaire, skip patterns are executed exactly as intended, responses are within range, and there are no missing data. Spanish and Portuguese speaking interviewers were available for respondents who speak those languages.

### **Telephone Interviewer Training and Supervision**

Center staff and student research assistants were employed as telephone interviewers. These interviewers have conducted numerous telephone polls on behalf of the Center and all have been trained intensively, including practice interviews. Senior-level staff at the Center for Policy Analysis monitored the interviewers at all times to ensure high quality data collection.

### **Sample Weighting**

The data have been weighted by the number of adults in a household and the number of landline telephone numbers at which adults in the household can be reached in order to equalize the chances of an individual in the study area being selected. The sample was then weighted to account for sampling bias. Sampling bias is defined as the tendency of a sample to exclude some members of the sampling universe and over-represent others. In this sample, females and older respondents are over-represented. Weighting the data allocates more “weight” to groups that are under-represented (e.g. younger males), while providing less weight to groups that are over-represented (e.g. older females). In other words, weighting adjusts the sample so that it looks more like the actual population of the study area as defined by the U.S. Census Bureau (2007-2011 American Community Survey estimates). All data in this report have been weighted to adjust for sex and age, although the differences between the weighted and unweighted samples for each question are generally small (between 0.1% and 2.5%).

# NB Line Shuttle Evaluation 2014, Final Report

## APPENDIX C – TELEPHONE SURVEY DATA TABLES

### NB Line Shuttle Survey

Marginals & Crosstabs  
(Note: Percentages may not add to 100% do to rounding)  
Cells highlighted are statistically significant at the .05 level  
Study Dates: July 31, 2013 through August 4, 2013  
Total Surveys Completed: 704  
Margin of Error: 3.7%  
Response Rate (AAPOR #4): 15.8%

Q8. Are you familiar with the NB Line shuttle that connects sites throughout the New Bedford Whaling National Historical Park and with Buttonwood Park Zoo and Fort Taber?

|     | Total  |         | Sex  |        | Education |             |       | Age   |       |       |     | HH Income |            |       | City/Suburbs |         |
|-----|--------|---------|------|--------|-----------|-------------|-------|-------|-------|-------|-----|-----------|------------|-------|--------------|---------|
|     | Number | Percent | Male | Female | <=H.S.    | Some/Assoc. | Bach+ | 18-34 | 35-49 | 50-64 | 65+ | <50K      | \$50K-100K | >100K | New Bedford  | Suburbs |
| Yes | 32     | 46      | 43   | 49     | 45        | 46          | 45    | 37    | 35    | 55    | 61  | 48        | 44         | 41    | 54           | 35      |
| No  | 382    | 54      | 57   | 51     | 55        | 54          | 55    | 63    | 66    | 45    | 39  | 53        | 56         | 59    | 46           | 65      |

Q9. Have you ridden the NB Line shuttle?

|     | Total  |         | Sex  |        | Education |             |       | Age   |       |       |     | HH Income |            |       | City/Suburbs |         |
|-----|--------|---------|------|--------|-----------|-------------|-------|-------|-------|-------|-----|-----------|------------|-------|--------------|---------|
|     | Number | Percent | Male | Female | <=H.S.    | Some/Assoc. | Bach+ | 18-34 | 35-49 | 50-64 | 65+ | <50K      | \$50K-100K | >100K | New Bedford  | Suburbs |
| Yes | 33     | 10      | 12   | 9      | 11        | 11          | 8     | 14    | 6     | 10    | 13  | 12        | 11         | 8     | 11           | 8       |
| No  | 288    | 90      | 88   | 92     | 89        | 89          | 92    | 86    | 94    | 90    | 87  | 88        | 89         | 92    | 89           | 92      |

Q11. Have you seen the NB Line shuttle while driving or walking around New Bedford?

|                 | Total  |         | Sex  |        | Education |             |       | Age   |       |       |     | HH Income |            |       | City/Suburbs |         |
|-----------------|--------|---------|------|--------|-----------|-------------|-------|-------|-------|-------|-----|-----------|------------|-------|--------------|---------|
|                 | Number | Percent | Male | Female | <=H.S.    | Some/Assoc. | Bach+ | 18-34 | 35-49 | 50-64 | 65+ | <50K      | \$50K-100K | >100K | New Bedford  | Suburbs |
| Yes             | 273    | 46      | 41   | 51     | 46        | 50          | 42    | 42    | 37    | 51    | 58  | 55        | 42         | 36    | 57           | 32      |
| No              | 274    | 46      | 54   | 40     | 46        | 44          | 49    | 53    | 54    | 41    | 34  | 37        | 49         | 55    | 35           | 61      |
| Not sure (Vol.) | 47     | 8       | 5    | 9      | 9         | 6           | 9     | 5     | 9     | 7     | 9   | 8         | 9          | 9     | 8            | 8       |

Q12. Would you consider riding the NB Line shuttle if you visited New Bedford Whaling National Historical Park, Buttonwood Park Zoo, or Fort Taber in the future?

|                                    | Total  |         | Sex  |        | Education |             |       | Age   |       |       |     | HH Income |            |       | City/Suburbs |         |
|------------------------------------|--------|---------|------|--------|-----------|-------------|-------|-------|-------|-------|-----|-----------|------------|-------|--------------|---------|
|                                    | Number | Percent | Male | Female | <=H.S.    | Some/Assoc. | Bach+ | 18-34 | 35-49 | 50-64 | 65+ | <50K      | \$50K-100K | >100K | New Bedford  | Suburbs |
| Yes                                | 410    | 59      | 57   | 59     | 67        | 59          | 50    | 61    | 60    | 56    | 57  | 61        | 58         | 55    | 54           | 62      |
| No                                 | 238    | 34      | 36   | 32     | 25        | 33          | 43    | 36    | 33    | 34    | 30  | 28        | 35         | 41    | 37           | 31      |
| Not sure                           | 52     | 7       | 7    | 8      | 8         | 8           | 7     | 4     | 6     | 9     | 12  | 11        | 6          | 3     | 8            | 7       |
| Don't ever plan on visiting (Vol.) | 4      | 1       | 1    | 1      | 1         | 1           | 1     | -     | 1     | 1     | 1   | 1         | 1          | 1     | 1            | 1       |

Q13. How likely are you to ride the NB Line shuttle during your visit to any of these places?

|                   | Total  |         | Sex  |        | Education |             |       | Age   |       |       |     | HH Income |            |       | City/Suburbs |         |
|-------------------|--------|---------|------|--------|-----------|-------------|-------|-------|-------|-------|-----|-----------|------------|-------|--------------|---------|
|                   | Number | Percent | Male | Female | <=H.S.    | Some/Assoc. | Bach+ | 18-34 | 35-49 | 50-64 | 65+ | <50K      | \$50K-100K | >100K | New Bedford  | Suburbs |
| Very likely       | 159    | 39      | 37   | 40     | 34        | 49          | 35    | 46    | 33    | 36    | 41  | 42        | 42         | 39    | 36           | 41      |
| Somewhat likely   | 200    | 49      | 54   | 44     | 57        | 37          | 51    | 41    | 55    | 51    | 47  | 48        | 46         | 49    | 49           | 49      |
| Not likely        | 38     | 9       | 6    | 12     | 6         | 11          | 12    | 11    | 10    | 9     | 8   | 8         | 9          | 10    | 11           | 8       |
| Don't know (Vol.) | 14     | 3       | 3    | 4      | 4         | 3           | 3     | 3     | 2     | 5     | 4   | 2         | 3          | 2     | 4            | 3       |

Q14. Why wouldn't you ride the NB Line shuttle?

|  | Total  |         | Sex                    |        | Education |             |       | Age   |       |       |     | HH Income |            |       | City/Suburbs |         |
|--|--------|---------|------------------------|--------|-----------|-------------|-------|-------|-------|-------|-----|-----------|------------|-------|--------------|---------|
|  | Number | Percent | Male                   | Female | <=H.S.    | Some/Assoc. | Bach+ | 18-34 | 35-49 | 50-64 | 65+ | <50K      | \$50K-100K | >100K | New Bedford  | Suburbs |
| Would rather drive car   | 14     | 39      | Too small sample size. |        |           |             |       |       |       |       |     |           |            |       |              |         |
| Difficult because handicapped                                  | 8      | 22      | Too small sample size. |        |           |             |       |       |       |       |     |           |            |       |              |         |
| Easier to walk/would rather walk                               | 8      | 22      | Too small sample size. |        |           |             |       |       |       |       |     |           |            |       |              |         |
| Don't know   | 6      | 17      | Too small sample size. |        |           |             |       |       |       |       |     |           |            |       |              |         |
| Too inconvenient   | 3      | 8       | Too small sample size. |        |           |             |       |       |       |       |     |           |            |       |              |         |
| Don't ever plan on visiting the National Park, Buttonwood Zoo, | 1      | 3       | Too small sample size. |        |           |             |       |       |       |       |     |           |            |       |              |         |
| Not enough stops   | 1      | 3       | Too small sample size. |        |           |             |       |       |       |       |     |           |            |       |              |         |
| Don't know enough about it                                     | 1      | 3       | Too small sample size. |        |           |             |       |       |       |       |     |           |            |       |              |         |
| The shuttle doesn't stop where you want it to                  | 1      | 3       | Too small sample size. |        |           |             |       |       |       |       |     |           |            |       |              |         |
| The shuttle doesn't run frequently enough                      | 0      | -       | Too small sample size. |        |           |             |       |       |       |       |     |           |            |       |              |         |
| Safety issues  | 0      | -       | Too small sample size. |        |           |             |       |       |       |       |     |           |            |       |              |         |
| Don't want to pay a dollar to ride                             | 0      | -       | Too small sample size. |        |           |             |       |       |       |       |     |           |            |       |              |         |

Note: Small N value. Conclusions should be made with caution.  
(Total % does not add to 100% because respondents were able to choose multiple categories).

# NB Line Shuttle Evaluation 2014, Final Report

## NB Line Shuttle Survey

Marginals & Crosstabs  
(Note: Percentages may not add to 100% do to rounding)  
Cells highlighted are statistically significant at the .05 level  
Study Dates: July 31, 2013 through August 4, 2013  
Total Surveys Completed: 704  
Margin of Error: 3.7%  
Response Rate (AAPOR #4): 15.8%

## New Bedford Whaling National Historical Park - Awareness and Visitation

Q7. Did you know that there is a National Park in downtown New Bedford?

|     | Total  |         | Sex  |        | Education |             |       | Age   |       |       |     | HH Income |            |       | City/Suburbs |         |
|-----|--------|---------|------|--------|-----------|-------------|-------|-------|-------|-------|-----|-----------|------------|-------|--------------|---------|
|     | Number | Percent | Male | Female | <=H.S.    | Some/Assoc. | Bach+ | 18-34 | 35-49 | 50-64 | 65+ | <50K      | \$50K-100K | >100K | New Bedford  | Suburbs |
| Yes | 556    | 79      | 79   | 79     | 71        | 79          | 86    | 60    | 81    | 88    | 88  | 78        | 87         | 77    | 81           | 77      |
| No  | 148    | 21      | 21   | 21     | 29        | 21          | 14    | 40    | 19    | 12    | 12  | 23        | 13         | 23    | 19           | 23      |

Q15. How aware would you say you are about the National Park in terms of what it comprises and offers to visitors?

|                | Total  |         | Sex  |        | Education |             |       | Age   |       |       |     | HH Income |            |       | City/Suburbs |         |
|----------------|--------|---------|------|--------|-----------|-------------|-------|-------|-------|-------|-----|-----------|------------|-------|--------------|---------|
|                | Number | Percent | Male | Female | <=H.S.    | Some/Assoc. | Bach+ | 18-34 | 35-49 | 50-64 | 65+ | <50K      | \$50K-100K | >100K | New Bedford  | Suburbs |
| Very aware     | 122    | 22      | 25   | 20     | 17        | 19          | 29    | 17    | 18    | 25    | 31  | 19        | 25         | 20    | 22           | 22      |
| Somewhat aware | 309    | 57      | 55   | 59     | 58        | 55          | 58    | 56    | 63    | 55    | 52  | 53        | 56         | 69    | 55           | 59      |
| Not aware      | 113    | 21      | 20   | 22     | 25        | 27          | 13    | 28    | 20    | 20    | 17  | 28        | 20         | 11    | 23           | 19      |

Q16. Have you visited the Park?

|            | Total  |         | Sex  |        | Education |             |       | Age   |       |       |     | HH Income |            |       | City/Suburbs |         |
|------------|--------|---------|------|--------|-----------|-------------|-------|-------|-------|-------|-----|-----------|------------|-------|--------------|---------|
|            | Number | Percent | Male | Female | <=H.S.    | Some/Assoc. | Bach+ | 18-34 | 35-49 | 50-64 | 65+ | <50K      | \$50K-100K | >100K | New Bedford  | Suburbs |
| Yes        | 390    | 70      | 73   | 68     | 61        | 73          | 80    | 61    | 78    | 72    | 74  | 62        | 77         | 80    | 74           | 68      |
| No         | 158    | 29      | 24   | 32     | 37        | 27          | 20    | 37    | 22    | 27    | 24  | 36        | 23         | 20    | 25           | 32      |
| Don't know | 8      | 1       | 3    | 1      | 2         | 1           | 1     | 2     | -     | 1     | 2   | 2         | 1          | -     | 1            | 1       |

Q17. Why have you not visited the National Park?

|   | Total  |         | Sex  |        | Education |             |       | Age   |       |       |     | HH Income |            |       | City/Suburbs |         |
|---|--------|---------|------|--------|-----------|-------------|-------|-------|-------|-------|-----|-----------|------------|-------|--------------|---------|
|   | Number | Percent | Male | Female | <=H.S.    | Some/Assoc. | Bach+ | 18-34 | 35-49 | 50-64 | 65+ | <50K      | \$50K-100K | >100K | New Bedford  | Suburbs |
| Just not interested   | 34     | 22      | 19   | 16     | 26        | 5           | 23    | 32    | 12    | 9     | 11  | 21        | 10         | 25    | 22           | 16      |
| Have no time  | 47     | 29      | 24   | 32     | 28        | 17          | 24    | 14    | 30    | 26    | 29  | 19        | 30         | 42    | 23           | 23      |
| Don't know enough about it  | 61     | 39      | 41   | 23     | 27        | 45          | 44    | 39    | 36    | 39    | 25  | 33        | 45         | 25    | 32           | 41      |
| Can't afford it   | 8      | 5       | -    | 1      | -         | 3           | 5     | -     | 3     | 2     | 7   | 2         | -          | -     | 5            | -       |
| Don't have transportation   | 10     | 6       | 1    | 4      | 6         | 3           | -     | 2     | -     | 5     | 6   | 5         | -          | -     | 5            | -       |
| Don't feel safe in the area   | 7      | 4       | 1    | 1      | 1         | 4           | -     | -     | 13    | -     | 3   | 3         | 3          | -     | 3            | 5       |
| Other   | 10     | 6       | 4    | 18     | 11        | 4           | 3     | 12    | 3     | 9     | 6   | 10        | 5          | -     | 5            | 7       |
| Don't know  | 10     | 6       | 10   | 4      | 2         | 19          | 3     | 2     | 3     | 9     | 12  | 7         | 8          | 8     | 5            | 7       |
| (Total % does not add to 100% because respondents were able to choose multiple categories). |        |         | 100  | 99     | 101       | 100         | 101   | 101   | 100   | 100   | 99  | 100       | 100        | 100   | 100          | 99      |

Q18. Can you tell me if you are familiar with any of the following New Bedford museums and institutions? (% "Yes")

|  | Total  |         | Sex  |        | Education |             |       | Age   |       |       |     | HH Income |            |       | City/Suburbs |         |
|--|--------|---------|------|--------|-----------|-------------|-------|-------|-------|-------|-----|-----------|------------|-------|--------------|---------|
|  | Number | Percent | Male | Female | <=H.S.    | Some/Assoc. | Bach+ | 18-34 | 35-49 | 50-64 | 65+ | <50K      | \$50K-100K | >100K | New Bedford  | Suburbs |
| New Bedford Whaling Museum               | 689    | 98      | 98   | 98     | 98        | 96          | 99    | 100   | 95    | 98    | 99  | 95        | 99         | 100   | 99           | 97      |
| Rotch-Jones Duff House and Garden Museum | 457    | 65      | 62   | 68     | 61        | 59          | 74    | 54    | 63    | 73    | 72  | 58        | 72         | 68    | 65           | 65      |
| Seamen's Bethel                          | 582    | 83      | 84   | 82     | 83        | 77          | 87    | 66    | 84    | 91    | 92  | 83        | 86         | 84    | 83           | 83      |
| Waterfront Visitor Center                | 412    | 59      | 59   | 58     | 55        | 53          | 68    | 47    | 60    | 65    | 61  | 53        | 58         | 69    | 57           | 60      |
| Schooner Ernestina                       | 516    | 73      | 79   | 68     | 76        | 69          | 75    | 63    | 75    | 79    | 78  | 73        | 77         | 75    | 71           | 75      |
| National Park Visitor Center             | 346    | 49      | 52   | 47     | 46        | 39          | 61    | 37    | 48    | 57    | 55  | 43        | 52         | 57    | 50           | 48      |

Q19. And before this interview, did you know that <museum or institution name> was part of the Whaling National Historical Park? (% "Yes")

|  | Total  |         | Sex  |        | Education |             |       | Age   |       |       |     | HH Income |            |       | City/Suburbs |         |
|--|--------|---------|------|--------|-----------|-------------|-------|-------|-------|-------|-----|-----------|------------|-------|--------------|---------|
|  | Number | Percent | Male | Female | <=H.S.    | Some/Assoc. | Bach+ | 18-34 | 35-49 | 50-64 | 65+ | <50K      | \$50K-100K | >100K | New Bedford  | Suburbs |
| New Bedford Whaling Museum               | 446    | 65      | 61   | 68     | 60        | 61          | 73    | 51    | 60    | 73    | 77  | 61        | 72         | 58    | 67           | 62      |
| Rotch-Jones Duff House and Garden Museum | 247    | 54      | 47   | 60     | 49        | 52          | 59    | 49    | 33    | 65    | 70  | 56        | 53         | 44    | 61           | 46      |
| Seamen's Bethel                          | 363    | 62      | 58   | 67     | 56        | 67          | 73    | 52    | 54    | 68    | 74  | 61        | 63         | 61    | 67           | 56      |
| Waterfront Visitor Center                | 256    | 62      | 57   | 68     | 56        | 62          | 67    | 46    | 57    | 73    | 70  | 63        | 62         | 57    | 52           | 70      |
| Schooner Ernestina                       | 298    | 58      | 57   | 59     | 54        | 58          | 61    | 51    | 46    | 65    | 70  | 57        | 61         | 57    | 53           | 61      |
| National Park Visitor Center             | 249    | 72      | 70   | 74     | 63        | 71          | 78    | 48    | 70    | 79    | 83  | 64        | 72         | 80    | 74           | 70      |

# NB Line Shuttle Evaluation 2014, Final Report

## NB Line Shuttle Survey

Marginals & Crosstabs  
(Note: Percentages may not add to 100% do to rounding)  
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Total Surveys Completed: 704  
Margin of Error: 3.7%  
Response Rate (AAPOR #4): 15.8%

## New Bedford and Its Historical Significance

Q21. Looking back over the past 200 years, how important do you feel the role of New Bedford was in shaping the history and culture of our country?

|                      | Total  |         | Sex  |        | Education |             |       | Age   |       |       |     | HH Income |            |       | City/Suburbs |         |
|----------------------|--------|---------|------|--------|-----------|-------------|-------|-------|-------|-------|-----|-----------|------------|-------|--------------|---------|
|                      | Number | Percent | Male | Female | <=H.S.    | Some/Assoc. | Bach+ | 18-34 | 35-49 | 50-64 | 65+ | <\$5K     | \$50K-100K | >100K | New Bedford  | Suburbs |
| Very important       | 492    | 70      | 66   | 73     | 69        | 72          | 68    | 70    | 65    | 69    | 79  | 75        | 74         | 63    | 74           | 65      |
| Somewhat important   | 179    | 25      | 26   | 25     | 23        | 24          | 29    | 23    | 31    | 25    | 19  | 22        | 24         | 36    | 22           | 30      |
| Not very important   | 11     | 2       | 3    | 0      | 4         | 0           | 0     | 5     | 0     | 1     | 0   | 1         | 0          | 0     | 1            | 2       |
| Not important at all | 1      | 1       | 1    | 0      | 1         | 0           | 0.0   | 0     | 0     | 0     | 1   | 1         | 0          | 0     | 0            | 1       |
| Don't know (Vol.)    | 21     | 3       | 4    | 2      | 3         | 4           | 3     | 2     | 4     | 4     | 1   | 2         | 2          | 1     | 3            | 3       |

Q22. And how important do you feel New Bedford's role was in the abolishment of slavery?

|                      | Total  |         | Sex  |        | Education |             |       | Age   |       |       |     | HH Income |            |       | City/Suburbs |         |
|----------------------|--------|---------|------|--------|-----------|-------------|-------|-------|-------|-------|-----|-----------|------------|-------|--------------|---------|
|                      | Number | Percent | Male | Female | <=H.S.    | Some/Assoc. | Bach+ | 18-34 | 35-49 | 50-64 | 65+ | <\$5K     | \$50K-100K | >100K | New Bedford  | Suburbs |
| Very important       | 329    | 47      | 42   | 51     | 46        | 49          | 45    | 40    | 36    | 51    | 62  | 50        | 49         | 38    | 53           | 39      |
| Somewhat important   | 223    | 32      | 33   | 30     | 37        | 26          | 31    | 25    | 41    | 29    | 29  | 31        | 28         | 43    | 31           | 33      |
| Not very important   | 48     | 7       | 9    | 4      | 5         | 10          | 6     | 17    | 4     | 5     | 1   | 5         | 9          | 6     | 5            | 9       |
| Not important at all | 12     | 2       | 4    | 1      | 2         | 0           | 3     | 2     | 3     | 2     | 2   | 2         | 2          | 3     | 1            | 3       |
| Don't know (Vol.)    | 93     | 13      | 12   | 14     | 10        | 15          | 15    | 16    | 16    | 13    | 6   | 11        | 12         | 10    | 10           | 17      |

Q23. How important are the cultural resources New Bedford offers today -- for example, the museums, the artifacts, the architecture, and the streetscapes -- to our country as a whole?

|                      | Total  |         | Sex  |        | Education |             |       | Age   |       |       |     | HH Income |            |       | City/Suburbs |         |
|----------------------|--------|---------|------|--------|-----------|-------------|-------|-------|-------|-------|-----|-----------|------------|-------|--------------|---------|
|                      | Number | Percent | Male | Female | <=H.S.    | Some/Assoc. | Bach+ | 18-34 | 35-49 | 50-64 | 65+ | <\$5K     | \$50K-100K | >100K | New Bedford  | Suburbs |
| Very important       | 357    | 51      | 46   | 55     | 50        | 55          | 48    | 52    | 42    | 55    | 58  | 53        | 48         | 44    | 52           | 49      |
| Somewhat important   | 294    | 42      | 45   | 39     | 43        | 35          | 46    | 45    | 48    | 35    | 36  | 40        | 43         | 50    | 41           | 43      |
| Not very important   | 24     | 3       | 4    | 3      | 1         | 5           | 4     | 2     | 4     | 5     | 2   | 2         | 4          | 6     | 3            | 4       |
| Not important at all | 8      | 1       | 2    | 1      | 1         | 3           | 1     | 1     | 2     | 1     | 1   | 1         | 2          | -     | 1            | 1       |
| Don't know (Vol.)    | 21     | 3       | 4    | 2      | 5         | 2           | 1     | -     | 4     | 4     | 3   | 4         | 3          | -     | 3            | 3       |

Q24. Did you know that in the mid 1800's New Bedford was the nation's leading whaling port?

|     | Total  |         | Sex  |        | Education |             |       | Age   |       |       |     | HH Income |            |       | City/Suburbs |         |
|-----|--------|---------|------|--------|-----------|-------------|-------|-------|-------|-------|-----|-----------|------------|-------|--------------|---------|
|     | Number | Percent | Male | Female | <=H.S.    | Some/Assoc. | Bach+ | 18-34 | 35-49 | 50-64 | 65+ | <\$5K     | \$50K-100K | >100K | New Bedford  | Suburbs |
| Yes | 672    | 95      | 95   | 96     | 93        | 96          | 98    | 97    | 93    | 97    | 95  | 93        | 96         | 100   | 95           | 96      |
| No  | 32     | 5       | 5    | 4      | 7         | 4           | 2     | 3     | 7     | 3     | 5   | 7         | 4          | -     | 5            | 4       |

Q25. Did you know that during this same period New Bedford was the richest city in the country?

|     | Total  |         | Sex  |        | Education |             |       | Age   |       |       |     | HH Income |            |       | City/Suburbs |         |
|-----|--------|---------|------|--------|-----------|-------------|-------|-------|-------|-------|-----|-----------|------------|-------|--------------|---------|
|     | Number | Percent | Male | Female | <=H.S.    | Some/Assoc. | Bach+ | 18-34 | 35-49 | 50-64 | 65+ | <\$5K     | \$50K-100K | >100K | New Bedford  | Suburbs |
| Yes | 458    | 65      | 66   | 64     | 54        | 64          | 77    | 66    | 64    | 64    | 68  | 54        | 69         | 76    | 68           | 61      |
| No  | 246    | 35      | 34   | 36     | 46        | 36          | 23    | 34    | 36    | 36    | 32  | 46        | 31         | 24    | 32           | 39      |

APPENDIX D – ON BOARD SURVEY QUESTIONNAIRE

|   |   |                      |                |  |                           |  |                   |  |                    |  |                   |  |  |  |                                       |  |   |  |
|---|---|----------------------|----------------|--|---------------------------|--|-------------------|--|--------------------|--|-------------------|--|--|--|---------------------------------------|--|---|--|
| OFFICE USE ONLY   |   | Route:     /   I   O |                |  |                           |  |                   |  |                    |  |                   |  |  |  |                                       |  |   |  |
| <b>ABOUT THIS TRIP</b>  |   |                      |                |  |                           |  |                   |  |                    |  |                   |  |  |  |                                       |  |   |  |
| <b>1. Where did you start your trip before you got on this bus or arrived at the terminal?</b><br><input type="checkbox"/> Work <input type="checkbox"/> Home <input type="checkbox"/> Shopping <input type="checkbox"/> Restaurant <input type="checkbox"/> College/University <input type="checkbox"/> Other School<br><input type="checkbox"/> Doctor/hospital <input type="checkbox"/> Government building (ex: courthouse, library, City Hall, Post Office)<br><input type="checkbox"/> Social, church, or other personal business <input type="checkbox"/> Other: _____   |   |                      |                |  |                           |  |                   |  |                    |  |                   |  |  |  |                                       |  |   |  |
| <b>2. How did you get to this bus or to this terminal?</b><br><input type="checkbox"/> Walked <input type="checkbox"/> Car <input type="checkbox"/> Bicycle <input type="checkbox"/> Taxi <input type="checkbox"/> Transferred from SRTA bus<br><input type="checkbox"/> Transferred from non-SRTA bus (ex: Bonanza, Dattco) <input type="checkbox"/> Other: _____  |   |                      |                |  |                           |  |                   |  |                    |  |                   |  |  |  |                                       |  |   |  |
| <b>3. What type of fare did you pay?</b><br><input type="checkbox"/> Regular (\$1.25) <input type="checkbox"/> Monthly pass <input type="checkbox"/> Senior (\$0.60) <input type="checkbox"/> Disabled (\$0.60) <input type="checkbox"/> Medicare (\$0.60)  |   |                      |                |  |                           |  |                   |  |                    |  |                   |  |  |  |                                       |  |   |  |
| <b>4. Where are you going now?</b><br><input type="checkbox"/> Work <input type="checkbox"/> Home <input type="checkbox"/> Shopping <input type="checkbox"/> Restaurant <input type="checkbox"/> College/University <input type="checkbox"/> Other School<br><input type="checkbox"/> Doctor/hospital <input type="checkbox"/> Government building (ex: courthouse, library, City Hall, Post Office)<br><input type="checkbox"/> Social, church, or other personal business <input type="checkbox"/> Other: _____   |   |                      |                |  |                           |  |                   |  |                    |  |                   |  |  |  |                                       |  |   |  |
| <b>5. How often do you use the bus to get to this destination during one week?</b><br><br><input type="checkbox"/> 6 days/week <input type="checkbox"/> 1-2 days/week<br><input type="checkbox"/> 5 days/week <input type="checkbox"/> I don't make this trip<br><input type="checkbox"/> 3-4 days/week                      regularly  | <b>6. How long will this entire trip take, including the time it takes to get to and from the bus stop?</b><br><br><input type="checkbox"/> 15 minutes or less <input type="checkbox"/> 46-60 minutes<br><input type="checkbox"/> 16-30 minutes <input type="checkbox"/> More than one hour<br><input type="checkbox"/> 31-45 minutes |                      |                |  |                           |  |                   |  |                    |  |                   |  |  |  |                                       |  |   |  |
| <b>7. Once you get off the bus, how will you reach your destination?</b><br><input type="checkbox"/> Walk <input type="checkbox"/> Car <input type="checkbox"/> Bicycle <input type="checkbox"/> Taxi <input type="checkbox"/> Transfer to another SRTA bus<br><input type="checkbox"/> Transfer to non-SRTA bus (ex: Bonanza, Dattco) <input type="checkbox"/> Other: _____  |   |                      |                |  |                           |  |                   |  |                    |  |                   |  |  |  |                                       |  |   |  |
| <b>8. If bus service was not available, how would you make this trip?</b><br><input type="checkbox"/> Walk <input type="checkbox"/> Drive my car <input type="checkbox"/> Get a ride <input type="checkbox"/> Taxi <input type="checkbox"/> Bicycle <input type="checkbox"/> I would not make this trip   |   |                      |                |  |                           |  |                   |  |                    |  |                   |  |  |  |                                       |  |   |  |
| <b>YOUR EXPERIENCE RIDING SRTA</b>  |   |                      |                |  |                           |  |                   |  |                    |  |                   |  |  |  |                                       |  |   |  |
| <b>9. How often do you ride a SRTA bus?</b><br><input type="checkbox"/> Every day buses run <input type="checkbox"/> 2-3 times per month <input type="checkbox"/> This is my first time riding SRTA<br><input type="checkbox"/> Several times per week <input type="checkbox"/> Once per month <input type="checkbox"/> Unsure<br><input type="checkbox"/> Once a week <input type="checkbox"/> Several times per year  |   |                      |                |  |                           |  |                   |  |                    |  |                   |  |  |  |                                       |  |   |  |
| <b>10. Below are a few suggested changes to bus service. If the change was made, would you ride SRTA buses more than you already do?</b>  |   |                      |                |  |                           |  |                   |  |                    |  |                   |  |  |  |                                       |  |   |  |
| <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="border-bottom: 1px solid black; padding-bottom: 2px;">a. Lower fares</td> <td style="text-align: right; padding-bottom: 2px;"><input type="checkbox"/> Yes   <input type="checkbox"/> No   <input type="checkbox"/> Don't know</td> </tr> <tr> <td style="border-bottom: 1px solid black; padding-bottom: 2px;">b. Extended evening hours</td> <td style="text-align: right; padding-bottom: 2px;"><input type="checkbox"/> Yes   <input type="checkbox"/> No   <input type="checkbox"/> Don't know</td> </tr> <tr> <td style="border-bottom: 1px solid black; padding-bottom: 2px;">c. Sunday service</td> <td style="text-align: right; padding-bottom: 2px;"><input type="checkbox"/> Yes   <input type="checkbox"/> No   <input type="checkbox"/> Don't know</td> </tr> <tr> <td style="border-bottom: 1px solid black; padding-bottom: 2px;">d. More bus routes</td> <td style="text-align: right; padding-bottom: 2px;"><input type="checkbox"/> Yes   <input type="checkbox"/> No   <input type="checkbox"/> Don't know</td> </tr> <tr> <td style="border-bottom: 1px solid black; padding-bottom: 2px;">e. Free transfers</td> <td style="text-align: right; padding-bottom: 2px;"><input type="checkbox"/> Yes   <input type="checkbox"/> No   <input type="checkbox"/> Don't know</td> </tr> <tr> <td style="border-bottom: 1px solid black; padding-bottom: 2px;">f. More information on schedules, routes, etc.</td> <td style="text-align: right; padding-bottom: 2px;"><input type="checkbox"/> Yes   <input type="checkbox"/> No   <input type="checkbox"/> Don't know</td> </tr> <tr> <td style="border-bottom: 1px solid black; padding-bottom: 2px;">g. More reduced-fare bus pass options</td> <td style="text-align: right; padding-bottom: 2px;"><input type="checkbox"/> Yes   <input type="checkbox"/> No   <input type="checkbox"/> Don't know</td> </tr> <tr> <td style="border-bottom: 1px solid black; padding-bottom: 2px;">h. Improved access for passengers with disabilities</td> <td style="text-align: right; padding-bottom: 2px;"><input type="checkbox"/> Yes   <input type="checkbox"/> No   <input type="checkbox"/> Don't know</td> </tr> </table> |   |                      | a. Lower fares | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know | b. Extended evening hours | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know | c. Sunday service | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know | d. More bus routes | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know | e. Free transfers | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know | f. More information on schedules, routes, etc. | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know | g. More reduced-fare bus pass options | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know | h. Improved access for passengers with disabilities | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know |
| a. Lower fares  | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know  |                      |                |  |                           |  |                   |  |                    |  |                   |  |  |  |                                       |  |   |  |
| b. Extended evening hours   | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know  |                      |                |  |                           |  |                   |  |                    |  |                   |  |  |  |                                       |  |   |  |
| c. Sunday service   | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know  |                      |                |  |                           |  |                   |  |                    |  |                   |  |  |  |                                       |  |   |  |
| d. More bus routes  | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know  |                      |                |  |                           |  |                   |  |                    |  |                   |  |  |  |                                       |  |   |  |
| e. Free transfers   | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know  |                      |                |  |                           |  |                   |  |                    |  |                   |  |  |  |                                       |  |   |  |
| f. More information on schedules, routes, etc.  | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know  |                      |                |  |                           |  |                   |  |                    |  |                   |  |  |  |                                       |  |   |  |
| g. More reduced-fare bus pass options   | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know  |                      |                |  |                           |  |                   |  |                    |  |                   |  |  |  |                                       |  |   |  |
| h. Improved access for passengers with disabilities   | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know  |                      |                |  |                           |  |                   |  |                    |  |                   |  |  |  |                                       |  |   |  |

Continued

| 11. How satisfied are you with the following aspects of SRTA service? (check one box for each item)  |   |   |   |                     |            |
|--|---|---|---|---------------------|------------|
|  | VERY  |   | UNSATISFIED   | VERY<br>UNSATISFIED | DON'T KNOW |
| a. Ability to get everywhere you need to go  |   |   |   |                     |            |
| b. Time spent waiting for the bus  |   |   |   |                     |            |
| c. Amount of time spent on the bus   |   |   |   |                     |            |
| d. Safety, comfort, and shelter of bus stops   |   |   |   |                     |            |
| e. Buses arriving and departing on schedule  |   |   |   |                     |            |
| f. Cleanliness and comfort of buses  |   |   |   |                     |            |
| g. Courtesy of drivers   |   |   |   |                     |            |
| h. Ability to find a seat onboard the bus  |   |   |   |                     |            |
| i. The days and hours buses operate  |   |   |   |                     |            |
| j. Cost to ride the bus  |   |   |   |                     |            |
| 12. Please tell us what places in the area you would like to visit that cannot be reached by bus:  |   |   |   |                     |            |
|  |   |   |   |                     |            |
|  |   |   |   |                     |            |
| <b>INFORMATION ABOUT YOU</b> <span style="float: right;">(Remember, these surveys are anonymous)</span>  |   |   |   |                     |            |
| 13. What is your zip code <u>OR</u> what is the name of your street and the closest cross-street?  |   |   |   |                     |            |
| <input type="checkbox"/> 02740 <input type="checkbox"/> 02744<br><input type="checkbox"/> 02741 <input type="checkbox"/> 02745<br><input type="checkbox"/> 02742 <input type="checkbox"/> 02746<br><input type="checkbox"/> 02743<br><input type="checkbox"/> Other:    _ _ _ _ _  | Your street:  |   | <div style="border: 1px solid black; height: 20px; width: 100%;"></div>   |                     |            |
|  | Cross-street:   |   | <div style="border: 1px solid black; height: 20px; width: 100%;"></div>   |                     |            |
| <b>14. How old are you?</b><br><input type="checkbox"/> 18-24 <input type="checkbox"/> 55-64<br><input type="checkbox"/> 25-34 <input type="checkbox"/> 65-74<br><input type="checkbox"/> 35-44 <input type="checkbox"/> 75-84<br><input type="checkbox"/> 45-54 <input type="checkbox"/> 85 or older  | <b>15. Your gender:</b><br><input type="checkbox"/> Male<br><input type="checkbox"/> Female | <b>16. How many people live in your household, including yourself?</b> <div style="display: inline-block; border: 1px solid black; width: 20px; height: 20px; margin: 0 5px;"></div> <div style="display: inline-block; border: 1px solid black; width: 20px; height: 20px; margin: 0 5px;"></div>  | <b>17. How many working vehicles are in your household?</b> <div style="display: inline-block; border: 1px solid black; width: 20px; height: 20px; margin: 0 5px;"></div> <div style="display: inline-block; border: 1px solid black; width: 20px; height: 20px; margin: 0 5px;"></div> |                     |            |
| <b>18. What was your total household income last year?</b><br><input type="checkbox"/> Less than \$10,000 <input type="checkbox"/> \$35,000-\$49,999<br><input type="checkbox"/> \$10,000-\$14,999 <input type="checkbox"/> \$50,000-\$74,999<br><input type="checkbox"/> \$15,000-\$24,999 <input type="checkbox"/> \$75,000 or more<br><input type="checkbox"/> \$25,000-\$34,999 <input type="checkbox"/> Unsure  |   | <b>19. What best describes your educational background?</b><br><div style="display: flex; justify-content: space-between;"> <div> <input type="checkbox"/> No high school diploma<br/> <input type="checkbox"/> High school graduate<br/> <input type="checkbox"/> Some college, no degree<br/> <input type="checkbox"/> Associate's degree or technical certification         </div> <div> <input type="checkbox"/> Bachelor's degree<br/> <input type="checkbox"/> Graduate or professional degree<br/> <input type="checkbox"/> Unsure         </div> </div>   |   |                     |            |
| <b>20. What is your employment status?</b><br><div style="display: flex; justify-content: space-between;"> <div> <input type="checkbox"/> Employed full-time<br/> <input type="checkbox"/> Employed part-time<br/> <input type="checkbox"/> Retired<br/> <input type="checkbox"/> Homemaker         </div> <div> <input type="checkbox"/> Student<br/> <input type="checkbox"/> Unemployed<br/> <input type="checkbox"/> Disabled<br/> <input type="checkbox"/> Unsure         </div> </div> |   | <b>21. What racial or ethnic group do you identify yourself with?</b><br><div style="display: flex; justify-content: space-between;"> <div> <input type="checkbox"/> White, non-Hispanic<br/> <input type="checkbox"/> Black or African American<br/> <input type="checkbox"/> American Indian<br/> <input type="checkbox"/> Asian<br/> <input type="checkbox"/> Hispanic or Latino         </div> <div> <input type="checkbox"/> Guatemalan Mayan<br/> <input type="checkbox"/> Cape Verdean<br/> <input type="checkbox"/> More than one race<br/> <input type="checkbox"/> Unsure         </div> </div> |   |                     |            |



